



## Digital Executive (website, email, blog) – EMD UK job description

As a Digital Executive at EMD UK, your primary purpose is to enhance our digital presence, driving traffic to our website and ensuring our content resonates with our audience.

Specialising in website and blog content management with a keen focus on Search Engine Optimisation (SEO), you will be pivotal in increasing our online visibility and engagement. You'll own the development and execution of email marketing campaigns.

Through your expertise, EMD UK's digital channels will foster community engagement and support our mission to lead in our sector. Your role will be instrumental in analysing digital trends and audience insights to refine our content strategy, ensuring EMD UK stays ahead in a competitive digital landscape.

<b>Title</b>	Digital executive
<b>Reports to</b>	Marketing Manager
<b>Line management responsibilities</b>	None
<b>Location</b>	Home-based, with some travel required for meetings and events
<b>Contractual Status</b>	Permanent, part-time (24 hours a week)
<b>Salary Band</b>	£25,020 - £33,030 pro-rata

<p><b>Job Purpose</b></p>	<p>Your primary purpose is to enhance our digital presence, driving traffic to our website and ensuring our content resonates with our audience.</p>
<p><b>Key Tasks and Responsibilities</b></p>	<p>Role specific:</p> <ol style="list-style-type: none"> <li>1. Website Content Management:       <ol style="list-style-type: none"> <li>a. Regularly update and manage the content on EMD UK's website to ensure it is current, engaging, and aligns with SEO best practices.</li> <li>b. Collaborate with web developers and designers to enhance website functionality and design, improving user experience and engagement.</li> </ol> </li> <li>2. SEO Strategy and Implementation:       <ol style="list-style-type: none"> <li>a. Conduct keyword research to guide content creation and optimise website and blog content for search engines.</li> <li>b. Monitor, analyse, and report on website SEO performance, adjusting as necessary to improve rankings and visibility.</li> </ol> </li> <li>3. Blog Content Creation and Management:       <ol style="list-style-type: none"> <li>a. Plan, write, and edit engaging blog posts that align with EMD UK's goals and SEO strategies.</li> <li>b. Schedule regular blog content and ensure it is promoted effectively across EMD UK's digital channels.</li> </ol> </li> <li>4. Email Marketing:       <ol style="list-style-type: none"> <li>a. Design and execute email marketing campaigns to engage EMD UK's audience, drive traffic to the website, and promote events or initiatives.</li> <li>b. Segment email lists and personalise content to increase the effectiveness of each campaign.</li> </ol> </li> <li>5. Analytics and Reporting:       <ol style="list-style-type: none"> <li>a. Utilise analytics tools to track the performance of the website, blog, and email campaigns, gaining insights into user behaviour and campaign effectiveness.</li> <li>b. Prepare regular reports on digital marketing activities, analysing their impact on traffic and engagement, and identifying areas for improvement.</li> </ol> </li> <li>6. Collaboration with Team Members:       <ol style="list-style-type: none"> <li>a. Work closely with other marketing team members and departments to ensure content and campaigns are aligned with overall marketing strategies and organisational goals.</li> <li>b. Participate in content brainstorming sessions and strategy meetings to contribute ideas and insights.</li> </ol> </li> <li>7. Content Calendar Management:       <ol style="list-style-type: none"> <li>a. Working with the Marketing manager develop and maintain a content calendar that schedules all aspects of content creation and publication across the website, blog, and email campaigns.</li> </ol> </li> </ol>

	<p>b. Ensure content is timely, relevant, and aligned with key industry events or organisational milestones.</p> <p>8. Market Research:</p> <p>a. Keep abreast of digital marketing trends, competitor strategies, and industry best practices to inform EMD UK's digital marketing efforts.</p> <p>b. Conduct audience research to better understand the needs and preferences of EMD UK's target audience, tailoring content and campaigns accordingly.</p> <p>Other:</p> <ul style="list-style-type: none"> <li>• To administer processes of EMD UK</li> <li>• To comply with all GDPR regulations</li> <li>• To support the development of new and existing products and services.</li> <li>• To attend meetings and events as appropriate on behalf of EMD UK.</li> <li>• To support the EMD UK events programme and any relevant projects as required.</li> <li>• To support the EMD UK staff team as required.</li> <li>• Any other relevant task commensurate with the level of the role and as requested by your line manager or Chief Executive</li> </ul>
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## Person Specification

Qualifications, experience, knowledge, skills & attributes needed for the role

	Essential	Desirable
<p><b>Experience in Digital Content Management:</b></p> <p>Demonstrable experience in managing website and blog content, ensuring it is engaging, up-to-date, and SEO-optimised.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p><b>SEO Expertise:</b></p> <p>Solid understanding of SEO principles and practices, including keyword research, content optimisation, and analytics.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p><b>Email Marketing Skills:</b></p> <p>Proven ability to design and execute effective email marketing campaigns that engage audiences and drive traffic.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p><b>Analytical Skills:</b></p> <p>Competence in using analytics tools to monitor and report on website, blog, and email performance, and make data-driven decisions.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

<p><b>Content Creation:</b></p> <p>Strong writing and editing skills, with the ability to produce compelling content that aligns with brand voice and marketing goals.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p><b>Collaboration and Communication:</b></p> <p>Ability to communicate and collaborate on projects, and to work closely with team members across departments.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p><b>Project Management:</b></p> <p>Ability to manage multiple projects simultaneously, keeping to deadlines and maintaining high standards of quality.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p><b>Adaptability:</b></p> <p>Flexibility to adapt to changing digital trends and platform updates to keep EMD UK's digital presence competitive.</p>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<p><b>Degree in Marketing or Related Field:</b></p> <p>A bachelor's degree in marketing, communications, or a related field is preferred.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>Technical SEO Knowledge:</b></p> <p>Understanding of technical SEO factors, including site architecture and mobile optimisation.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>Content Strategy Development:</b></p> <p>Experience in developing and implementing content strategies that drive engagement and conversions.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>Digital Marketing Tools Proficiency:</b></p> <p>Familiarity with digital marketing tools and platforms, such as content management systems, email marketing software, and SEO tools.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>Creative Design Skills:</b></p> <p>Basic design skills or familiarity with design software to create visually appealing content and campaigns.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>Knowledge of Social Media Trends:</b></p> <p>Awareness of social media trends and how they can be leveraged to complement website and email content strategies.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>Experience in Market Research:</b></p> <p>Skills in conducting market research to understand audience needs and preferences, informing content creation and marketing strategies.</p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<p><b>Innovative Thinking:</b></p>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Ability to contribute fresh and innovative ideas for content and campaigns that distinguish EMD UK in the digital space.		
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This job description is not to be regarded as exclusive or exhaustive. It is intended as an indication of the areas of activity and can be amended at any time in response to the changing needs of the organisation.

## Company Description

EMD UK is the national governing body for group exercise, dedicated to achieving a vision of healthier communities through group exercise. We collaborate with group exercise instructors, fitness brands, leisure operators, and physical activity organisations across the sector to inspire people of all ages and abilities to participate in physical activity.

Our organisational values outline our dedication to the needs of stakeholders and communities within the fitness sector. Through support, collaboration, inclusivity, acting with integrity and progressing with ambition, we are seeking to develop stronger resource and governance for all fitness instructors and those who participate in group exercise.

## Commitment to Diversity & Inclusion

EMD UK's commitment to inclusive hiring means that we actively seek out candidates from diverse backgrounds and perspectives. We strive to create a hiring process that is fair, transparent, and free from bias, ensuring that every candidate is evaluated based on their skills, qualifications, and potential to contribute to our team. We recognise the importance of building a workforce that reflects the rich tapestry of human experiences and perspectives, and we are dedicated to creating an environment where every employee feels valued, respected, and empowered to succeed.

Part of this commitment is ensuring that we have a transparent hiring process, and we encourage anyone who needs reasonable adjustments to their application or interview to make us aware. This will be part of our ongoing promise to diversity and inclusivity.

## Why join Team EMD UK?

We offer a range of benefits to not only advance your career but boost your personal development too. Our employees have access to:

- 25 days annual leave (pro-rata) plus bank holidays
- Your birthday off!
- Pension scheme
- Flexible working
- 30 minutes every day to exercise your way
- Employee Assistance Programme and Helpline
- Discounted gym membership
- Healthcare scheme
- Life insurance
- Childcare contributions
- Savings on holidays, theme parks, retail discounts, and attractions

- Two days per year to volunteer for causes close to your heart
- Cycle2Work scheme
- Teambuilding days

## Application & Interview

The EMD UK application is an online form which allows you to input your work history, skills and relevance to the job description or to upload a CV and covering letter which includes this information. There is an additional anonymous Diversity Monitoring Form which we ask you to complete alongside your application.

If you require any reasonable adjustments to your application or any part of the recruitment process, then please contact our People Manager at [sarahp@emduk.org](mailto:sarahp@emduk.org). Sarah will be able to tailor your needs to create a fair process where you can put forward the best version of yourself for consideration. Reasonable adjustments include but are not limited to viewing any interview questions ahead of time, access to tasks expected in the process or interpretation support.

**The closing date for this application is 9am on Monday 13<sup>th</sup> May 2024.**

**Shortlisting will take place between 13<sup>th</sup> and 20<sup>th</sup> May 2024.** If you have not heard from EMD UK by this time, your application has unfortunately been unsuccessful however we welcome your application for future job roles at <https://emduk.mykajabi.com/careers>.

If shortlisted, you will be required to complete a short task relevant to the job description that will allow you to showcase your skills and experience. This task will form the second phase of shortlisting and **those invited to interview will be asked to do so between 27<sup>th</sup> May and 7<sup>th</sup> June 2024. Interviews will be hosted online via zoom.** If you are not invited to interview after task completion, you will be contacted by the hiring manager or People Manager to inform you.

Your pre-application and pre-interview contact is our People Manager, Sarah Partington via email at [sarahp@emduk.org](mailto:sarahp@emduk.org).