

Yorkshire Housing Job description

Job title:	Digital marketing specialist	Leader of others:	No
Reports to:	Digital marketing lead	Contract type:	Agile homeworking
Business Area	Communications & Brand	Budget holder?	No

Job purpose

We're looking for a creative, innovative digital marketing specialist to support on our website, social media and customer communications.

You'll be responsible for helping to deliver our strategy for the website, social media, and digital campaigns.

You'll help to manage our digital channels and produce creative content for e-newsletters, social media and the website. You'll lead and run insightful marketing and communications campaigns for our customers and stakeholders. You'll know how to raise our profile through SEO and social media advertising and work with our Digital Marketing Lead to develop our approach.

You'll work on customer communications like our annual report and support the business through coaching and copy editing in our tone of voice.

You'll be a confident content creator, from social media to short smartphone video creation, with strong copywriting skills. You'll be in on the latest trends and share new ideas with the team, putting them into practice too. You need to be a confident communicator who can be a trusted communications adviser to colleagues across the business.

You could be from any sector, but someone who would like to work in a not for profit business that has a strong social purpose. You'll be part of a multi-skilled communications and marketing team so teamwork and collaboration is crucial.

Key responsibilities

Digital channels and strategy

- You'll support the delivery of our strategy for our website, social media (organic and paid for) and customer communications.
- You'll devise and run digital communications campaigns and strategies.
- You'll use audience segmentation, data and insight to target and personalise customer communications.
- You'll create content for our website and use analytics to improve user experience.
- You'll lead on our customer newsletter, working with multiple business areas to source stories
- You'll help to manage our social media channels, including content planning and community management to bring our brand to life.

Campaigns and content

- You'll help to deliver our social media content, campaigns and advertising, keeping up with trends and adapting them for our channels
- You'll make sure we've got the look, sound and feel of the Yorkshire Housing brand across our digital channels and customer communications.
- You'll help to support the business with copywriting letters or documents in our tone of voice.
- You'll help to run key campaigns areas such a recruitment and content for customers.
- You'll help us to monitor channels and measure success.
- You'll support on some key projects such as the Yorkshire Housing podcast, Raising the Roof.

Leadership

- Be a trusted adviser to colleagues.
- Give specialist advice on digital campaigns and content.
- Take initiative in suggesting how we can improve what we do.
- Assist with other areas of communications as needed.

What you'll bring to the role

The main things:

Digital strategy

- An understanding of digital strategy for website and social media.
- Able to devise creative marketing campaign strategies.
- Experience in paid for social content and ad creation.

Campaigns and content

- Strong creative content creation skills to engage our audiences, from short video clips to social media posts
- You'll be experienced in delivering creative multi-channel digital comms campaigns and measuring success.
- Experience in social media management.
- Creative thinker who can devise engaging campaign concepts.
- Confident copywriter who can bring the Yorkshire Housing brand to life.
- Good understanding of social media strategy and measurement.
- Understanding of SEO.

Leadership

- Strong influencing skills and able to work well with colleagues, customers and stakeholders.
- Able to build trust and advise the business.
- Strong organisational skills and can work to deadlines.
- Can take initiative and suggest ideas for improving communications at Yorkshire Housing.
- A good level of experience in a similar role.

A bonus if you have:

- Degree or specific communications/ media qualification.
- Member of a professional body (eg CIPR/ CIM or similar).

Our values:

Our values describe what matters most to us, and what our colleagues should expect from each other. We're all expected to show how we support and live up to these values in our work.

Create trust • Do the right thing, not the easy thing • Be honest and open • Do what you say.

Be curious • Think differently • Ask questions • Keep learning.

Make it happen • Own it • Do it • Be empowered.

Achieve impact • Do things that matter • Deliver results • Show pride and passion.

Have fun • Enjoy work • Be yourself • Stay connected.

We want colleagues to feel free to be themselves - so we're all responsible for making sure we promote a culture of equality, diversity and inclusion. And, as you'd expect, we're responsible for our own health and safety, following our policies and doing any training needed for our roles.