



## **Digital Marketing Manager (Full time or Part time)**

Aspen People is a specialist sector Executive Search organisation, who work in partnership with clients, to attract and secure exceptional leadership talent.

We are a values driven business working across our specialist sectors - Charity and Non Profit, Local Government, Education, Health and Care, Housing Associations and Government Agencies – full information can be found here [www.aspenpeople.co.uk](http://www.aspenpeople.co.uk)

This position would drive the digital agenda and strategy for the whole business and be responsible for the following areas:

- **Website management:** You will have ownership of Aspen's main site. Acting as the main point of contact with our web agencies, you are responsible for ongoing optimisations and improvements.
- **Digital content:** You will help create and drive the digital content strategy to maximise brand awareness, develop our thought leaders in their respective areas and ultimately generate more traffic to our websites. Creating content with the wider team.
- **Reporting and analytics:** You will be responsible for reporting on all digital channels using your expertise to provide recommendations based on insights and data.
- **Digital requests:** You will help ensure that requests for digital support from the wider team are dealt with in a timely and efficient manner, providing advice and guidance on best practice where appropriate.
- **Social media** You will have responsibility for the firm's social media accounts ensuring that content is aligned with the firm's wider goals. This will include job postings and thought leadership content. You will be the main point of contact for Social Media support.

The successful candidate must be able to demonstrate a proven track record of creating and executing innovative digital strategies - not necessarily within the professional services sector. You will also be flexible and capable of dealing with a varied workload, with excellent technical skills and attention to detail, with the ability to work confidently in a fast-moving environment as a true team player.

Desirable Digital skills:

- Knowledge of SEO best practices - research, planning, implementing and reporting
- Understanding of all digital channels including content marketing and social media
- Ability to interpret performance data (including Google Analytics) and make recommendations /optimise accordingly
- Experience in using CRM systems
- Advanced computer skills including word and graphics packages (including Adobe InDesign, Illustrator & Photoshop)



Aspen offer a highly competitive salary, great holiday entitlement, flexible working and range of benefits. We support volunteering days and encourage our team to get involved with causes or organisations that are important to them, as well as supporting further studies if appropriate.

As we are a small business, we are looking for a team player that really wants to be involved in the continued growth of the business. We are in a really exciting phase of the business right now and have invested in the digital side of Aspen, this role is the next stage of our growth and the post holder will be a vital member of the team to contribute to the continued success and growth of Aspen.

If you would like an informal conversation about the role, please contact Debbie Shields, on 0141 212 7555 or please send your CV and supporting statement to [dshields@aspenpeople.co.uk](mailto:dshields@aspenpeople.co.uk) to apply.