



JOB SUMMARY AND PERSON SPECIFICATION

Job Title: Digital Marketing Assistant
Reports to: Social Media Manger
Based at: Hybrid. Either fully Remote, or flexible working between office and remote. Even fully remote has the expectation of 2-4 days a month at Help for Heroes head office, Downton, Wiltshire.

Job purpose	Supporting the Digital team across all aspects of digital such as (but not limited to) social media, email, Google PPC, SEO, website development, CRO, analytics, recovery projects
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Accountabilities	<ul style="list-style-type: none"> • Create and update/optimise content on the main Help for Heroes website • Create emails in DotDigital to support charity & trading activities • Reporting on digital channels performance • Create blogs specifically for Help for Heroes website
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Main responsibilities	<ul style="list-style-type: none"> • Paid social media campaign measurement (where appropriate) • Website optimisations under the guide of internal digital team and external agencies • To assist with regular digital performance reporting (both channels and products) • To assist with other digital tasks as and when necessary • To create assets for digital channels using Canva (or similar tools) • Support / stand in for social media team in terms of community management • Act as digital bridge between our agency and marketing teams when it comes to Google Analytics & dashboards
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Essential knowledge, skills and experience	<ul style="list-style-type: none"> • Understanding of our work as a charity • Excellent verbal/written communication skills and attention to detail
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	<ul style="list-style-type: none"> • Extremely capable of meeting deadlines and working on own initiative • Comfortable in an informal, fast-paced environment where constant change is the norm and daily challenge is to juggle 'business as usual' with 'business transformation' • Ability to provide clarity, direction and support, work collaboratively and inspire others • Computer literate, experience of Microsoft Office
Desirable knowledge, skills and experience	<ul style="list-style-type: none"> • Grasp of marketing channel basics, e.g., Facebook, Google, email, website management • Digitally competent • Use of photoshop, canva etc
Key competencies and behaviours	<ul style="list-style-type: none"> • Inquisitive nature, with results orientated mindset • Good creative judgement • Comfortable with data and multiple data sets • Positive, empathetic, patient, polite and friendly manner • Ability to remain calm under pressure • Displays the highest levels of integrity, confidentiality, and commitment • Work within a range of environments and working cultures, adapting personal style accordingly • Well organised with the ability to prioritise and manage time effectively • Attention to detail in all aspects of work • Demonstrates an ability to work as part of a team and be a flexible team player • Demonstrates self-motivation