

# Role Overview

## Digital Marketing & Content Specialist

Responsible for creating and publishing engaging content across web, email, and multimedia channels; managing campaigns; producing podcasts and videos; analysing performance metrics; and designing visual assets using Adobe Creative Suite.

Team: **Marketing**

Reporting to: **Head of Marketing & Events Manager**

Based in: **Witney**

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## Key Responsibilities

- Write and publish website articles, blogs, and social media posts.
  - Prepare, schedule, and send email campaigns using marketing automation tools.
  - Design and edit visual content (images, banners, infographics) using Adobe Creative Suite.
  - Participate in, produce and edit podcasts and video content for marketing campaigns.
  - Monitor and analyse campaign performance (open rates, CTR, conversions).
  - Produce regular reports and insights for marketing KPIs.
  - Collaborate with Marketing and Compliance Teams to ensure brand consistency and alignment with regulation.
  - Bonus: Using Power BI to visualise and interpret marketing data.
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## Essential Skills

- Strong writing and editing skills.
- Experienced in email marketing platforms.
- Knowledge of Office 365.
- Knowledge of Adobe Creative Suite (Photoshop, Illustrator, Express, InDesign, Premiere Pro, Audition).
- Podcast and video production skills (recording, editing, publishing).

- Understanding of SEO and content strategy.
- Ability to analyse data and generate / present actionable insights.
- Familiarity with CMS (WordPress or similar).
- Awareness of the FCA Consumer Duty rules, GDPR, and data protection obligations.
- Driving license