



Digital Marketing Officer

(Head Office, Batley)

Job title: Senior Digital Marketing Officer

Status: Permanent

Hours: Full time

Responsible to: Head of Operations

Salary: £TBC

One Nation is a UK-based charity operating in over 40 countries around the world, supporting the vulnerable and those most in need. To continue fulfilling this commitment One Nation requires a Senior Digital Marketing Officer based in our head office in Batley, West Yorkshire who will be part of a dynamic team.

Roles and Responsibilities

- You will inspire, inform and engage individuals and communities across the UK and globally
- Working closely with other departments to oversee all marketing, PR, and media prospects within the company whilst managing the graphics and marketing assistant and the website team
- Talented, ambitious with experience in working within a digital marketing communications role
- Has an excellent understanding of digital marketing concepts on all social media platforms
- Has knowledge of web analytics tools, goal creation, conversion tracking, email campaigns, and SEO
- Has delivered marketing and communication campaigns from scratch with limited or no budget but demonstrable outputs and outcomes
- Has skills and experience in creative content writing for web and online
- Developing marketing activity across all digital channels, including search, email, and social as well as all other marketing campaigns and promotions
- Leading on our SEO efforts (keyword, image optimisation, etc.) for all online content
- Creating engaging digital content across all social media platforms
- Manage any related tasks as required
- Any other duties commensurate with the accountabilities of the post

Experience and key skills required

- Excellent communication skills – written and verbal
- Excellent time management, the ability to work under pressure and work on own initiative
- Excellent networking and influencing skills
- Excellent knowledge of Microsoft, PowerPoint, and Excel
- Commitment to community and social development values
- Self-motivated with the ability to work independently as well as part of a team

- Good independent judgment and ability to challenge constructively
- Tolerant of the views and opinions of others
- Ability to work confidently with management
- Ability to adapt to changing deadlines and priorities
- Ability to multitask and prioritise workloads

To apply for this role, please email your CV and cover letter to hr@onenationuk.org You can also email for further information. Contact 0300 500 1000.

The closing date for applications is 31st July 2023, although the position may close sooner if the right candidate is found.