

ROLE	Digital Marketing & ORM Manager
STATUS	Full-time (based at the head office in Bolton)
HOURS	37.5 hours/week
RESPONSIBLE TO	Media Manager
SALARY	£30,000

THE ROLE

Ummah Welfare Trust is looking for an experienced and knowledgeable Digital Marketing, ORM and SEO Manager to join our Marketing team. You will be responsible for leading our digital marketing and media team in planning, executing, and managing our overall ORM and SEO strategy.

MAIN DUTIES

- Monitor, connect, converse, engage and enhance UWT's brand online brand reputation.
- Tracking and analysis of reputation factors for successful management of the online brand reputation.
- Identifying negative brand reputation factors and applying conflict resolution principles to mitigate issues.
- Identifying threats and opportunities in user-generated content surrounding the brand.
- Identifying opportunities to generate positive online media coverage.
- All regular (and ad hoc) reporting and analysis providing crucial insights into further marketing and brand enhancement opportunities, and effectively communicating this to management.
- Manage social media coordinator to monitor UWT's social accounts across the web, manually and through tools, to communicate with the target audience online and to optimise campaigns.
- Acknowledging positive media & showcasing the same on the website and brand social media platforms.
- Coordinate response management through social media listening tools.
- Develop a forward strategy and providing a new direction to the brand for making the consumer experience better and work with leadership to explain and modify strategic plans.
- Working closely with senior management to understand short, medium, and long-term goals.
- Coordinate hands-on interaction with off-site social properties – other blogs, other social media pages, forums etc
- Responsible for understanding, analysing, measuring and reporting of brand health and sentiment.
- In-depth understanding of Social Listening and Keyword based Listening.
- Collaborate with web developers for development of the UWT website.
- Driving site traffic, building audiences, and manage off-page optimisation projects (e.g. link-building).
- Working with the internal marketing and media team to ensure strategies, targets and goals are achieved.
- Identifying and understanding target audiences.
- Reporting & analytics on performance.

- Work towards organic search optimisation and regularly perform thorough keywords research to guide content teams.
- Identify key SEO KPIs.
- Monitor redirects, click rate, bounce rate, and other KPIs.
- Suggest improvements in process and productivity optimisation.
- Stay up to date with the latest SEO and digital marketing latest trends and best practices.
- An understanding of core SEO fundamentals to drive engagement with online content.
- Work with internal copywriters, projects and fundraising teams to develop & produce thought-provoking, optimised content across our website and online platforms - such as articles, blogs, case studies, social media posts as well as any other content that will increase brand awareness.
- Manage third party suppliers where required such as SEO and PPC agencies.
- Review technical SEO issues and recommend fixes.
- Collect data and report on traffic, rankings and other SEO aspects.
- Keep abreast of SEO and integrated marketing trends.

PERSON SPECIFICATION

- Professional qualification/certification in digital marketing, SEO or similar relevant field.
- 5 years of experience with proven success as an ORM/SEO Manager or similar role in planning and implementing a successful ORM/SEO strategy.
- In-depth understanding of social media, online reputation management and analytics.
- In-depth knowledge and experience of various digital marketing strategies such as SEO, content marketing, PPC, automation, email marketing etc.
- Experience in web analytics, marketing, and business development.
- Expertise in A/B and other testing methods.
- Familiarity with HTML, CSS, JavaScript.
- In-depth knowledge of research principles and methods and experience in analysing data.
- Sense of ownership and pride in your performance and its impact on the success of the brand.
- Critical thinker and problem-solving skills
- Team player
- Good time-management skills, interpersonal and communication skills
- Experience of ORM tools like – Sprout Social, Social Studio, Meltwater, Sprinklr, etc.
- Have in-depth understanding of Social Listening and ORM activities.
- Have excellent problem-solving and analytical skills.
- Have past proven experience of developing strategies to maintain a healthy brand reputation.
- Have a keen eye for detail and have a perfectionist attitude.
- Experienced in working with people at all levels in an organisation.
- Able to develop strong working relationships internally and with people from other organisations.
- Considerable experience of preparing clear written and verbal reports and of giving presentations.
- Highly motivated, action and results oriented individual, with a clear insight and vision, natural leader with proven leadership abilities. An excellent communicator and good team player that can lead teams to achieve results.
- Skilled in handling a busy workload, meeting deadlines and managing conflicting priorities.
- Understanding of and commitment to the aims of the organisation.
- Professional-level proficiency in English, excellent written oral communication, MS-Excel skills
- Advanced knowledge of Social Media Channels, Digital Media and Online Reputation management is a must.

- Comprehensive knowledge of social media/digital listening tools like Hootsuite Insights, etc.
- Must be informed and active follower of social and digital space trends and activity and possess a keen eye for detail.
- Experience with ORM and SEO reporting.
- Knowledge of web development and UI/UX design advantageous.

This post is subject to a Disclosure and Barring Service (DBS) check.

To apply for this role, email your CV and Covering Letter to vacancies@uwt.org. The closing date for applications is **24th September 2021**. For more information or discussion about the role contact: 01204 661048.