

Job description & person specification

Employer:	The British Mountaineering Council
Job Title:	Digital Marketing Co-ordinator
Duration:	Permanent
Remuneration:	£25,000 per annum, as well as excellent benefits including generous holiday allowance and company pension, (healthcare and life insurance after qualifying period)
Hours of work:	9.00 am to 5.00 pm, Monday to Friday (35-hour week), although the BMC does operate a flexi time system between the hours of 8.00 am to 6.00 pm and is trialling hybrid working.
Reporting to:	Marketing & Communications Manager
Location:	BMC, 177-179 Burton Road, West Didsbury, Manchester, M20 2BB
Direct Reports:	None

Digital Marketing Co-ordinator

Since 1944 the BMC has been the national body for climbers, hill walkers and mountaineers in England and Wales. The organisation has 85,000 members, over 35 staff and a nationwide network of volunteers. Through GB Climbing, we are also the National Governing Body for sport climbing and are at an exciting time as we develop the infrastructure of our elite performance programme and the inclusion of sport climbing as an Olympic sport confirmed until LA28.

This post is part of the Marketing & Communications team and requires a proactive and organised individual with experience of working across paid digital channels and email, and a passion for the outdoors. The post holder will need to enjoy working in an informal and busy environment working across the range of BMC teams and activity areas to deliver BMC objectives.

Job Outline

The Digital Marketing Co-ordinator is a key member of the BMC Marketing & Communications team, responsible for supporting the planning, and co-ordinating the delivering of, BMC MarComms activity and integrated marketing campaigns. This role will co-ordinate planning, support event activation and implementation of the marketing strategy across digital channels, working with our family of partners and ambassadors.

KPIs

- Membership growth / cost-per-acquisition across digital channels.
- Awareness and perception tracking.
- Website audience and e-commerce measures.
- Conversion metrics.

Specific work areas:

- Working with the Marketing & Communications Manager and Chief Commercial Officer, establish an effective digital marketing programme across paid channels (including PPC and display), which you will own on a day-to-day basis.
- Work with the Marketing & Communications Manager and Marketing & Communications Co-ordinator to deliver digital marketing channel activity in-line with the MarComms plan, maximising available resource/capacity and budgets.
- Collate and analyse data from relevant sources and generate regular reports to enable informed, data-driven decisions to maximise performance.
- Effectively and accurately monitor spend across multiple channels. Co-ordinate brand initiatives as appropriate for campaign activity and in support of marketing strategy and plans.
- Ensure digital marketing activities comply with legislation and that data is compliant (awareness of GDPR specific compliance).
- Work with Content Co-ordinator, Content Production Co-ordinator and Marketing & Communications Co-ordinator on asset creation as part of delivery of campaigns and activity.
- Manage email channel programme, contributing to MarComms plan delivery and the day-to-day needs of the organisation, including establishing automated user/member journeys.
- Work with Content Co-ordinator and IT & Database Manager to improve user-experience on website, optimising customer journeys against key objectives, and overall website performance.
- Work with external agencies and partners to establish digital marketing infrastructure and campaign creative and assets as required.
- Scope and develop new and existing digital marketing tactics that support the MarComms strategy and campaign activity to drive awareness and support commercial and membership growth.

Secondary and supporting work areas:

- Support the Content Production Co-ordinator with photo and video shoots for products and BMC TV.
- Support MarComms colleagues with social media channel management.
- Support the Content Co-ordinator with website and content editing, publishing and UX.
- Support relationships with BMC partners and sponsors, maximising the relationships for all stakeholders.
- Any other such work the organisation may ask you to undertake from time to time.

Skills & Person Specification	Essential / Desirable
Digital marketing (paid channel) experience – client-side or agency.	Essential
Email marketing experience, including understanding and use of ESP (email service providers) and building customer/member journeys	Essential
Customer/member acquisition digital campaign delivery.	Essential
Experience delivering PPC and display channel activity, including programmatic/data-led programmes	Essential
Familiarity with monitoring tools and web analytics (including GA), campaign tracking and campaign delivery platforms – either directly or through agencies.	Essential
Good attention to detail with the ability to ensure brand consistency across all communications channels	Essential
Requirement to occasionally work weekends and long hours at events	Essential

Experience contributing to multi-media, integrated marketing campaigns	Essential
Organised and able to work effectively and to deadlines	Essential
Self-motivated and proactive with the ability to use initiative and creativity to help make a difference to the marketing and communication team	Essential
<i>A knowledge and passion for the outdoors, ideally climbing, walking or mountaineering</i>	<i>Desirable</i>
<i>Experience working with external partners/sponsors and ambassadors</i>	<i>Desirable</i>
<i>Experience working for an outdoor, activity or sports brand/organisation</i>	<i>Desirable</i>
<i>Experience of representing a brand at events</i>	<i>Desirable</i>
<i>Experience managing social media</i>	<i>Desirable</i>
<i>Experience of creating/editing/producing written content</i>	<i>Desirable</i>
<i>Web management or publishing experience and understanding of SEO</i>	<i>Desirable</i>

May 2022

As a representative organisation, working across England and Wales, we welcome those who can read and speak the Welsh language.