



PCI College

Excellence & Innovation in Psychological Education

Established 1991

Digital Marketing Executive

Purpose of this role

The Digital Marketing Executive will play an active role in the development and implementation of PCI College's Digital Marketing Strategy. They will assist the Marketing and Student Recruitment Manager in the creation, implementation, and optimisation of online campaigns.

Reports to

Marketing and Student Recruitment Manager

Hours

Monday to Friday, 9am – 5.30pm

Location

PCI College, Corrig House, Clondalkin, Dublin 22

Key Responsibilities

The successful candidate will need to be an energetic, enthusiastic digital marketing professional with excellent communication and social skills, who is highly motivated towards results and works on initiative.

The role holder will:

- Assist with the implementation of PCI College's Digital Marketing Strategy that reflects and evolve our brand positioning
- Develop good understanding of the professional fields in counselling & psychotherapy, mental health and wellbeing in conjunction with the higher education sector, and to locate gaps in training/service provision at a very early stage
- Plan, deliver and evolve all digital marketing activity, including paid social media campaigns, SEO, email marketing and search advertising campaigns
- Ensure all campaigns and activity are planned in advance and fully integrated across all customer touch points and all relevant to target audience
- Play a key role in driving the ongoing growth and engagement of PCI College's social media
- Use audience insights and remarketing to increase performance and ROI of the College social media campaigns

- Monitor trends in digital marketing and create tactics to engage with new and existing audiences
- Manage the College's website content, including opening course's booking
- Increase online visibility for PCI College by driving SEO performance in key areas
- Use optimization techniques and work on optimization aligned to customers' goals across all channels – Facebook, LinkedIn, Instagram, YouTube and Twitter
- Measure and report performance of all digital marketing activities against agreed KPIs and make recommendations to the Marketing & Student Recruitment Manager in-line with the Digital Marketing Strategy
- Use data and analytics to provide recommendations to the Marketing & Student Recruitment Manager in optimising campaign performance
- Report monthly to the Marketing & Student Recruitment Manager on campaigns results across all channels
- Produce multimedia assets for social media campaigns, with graphic design/video editing experience an advantage
- Apply creative problem solving and analytic skills to provide ongoing insight into the business and make recommendations based on the Digital Strategy
- Build strong relationships with internal cross-functional teams as well as outside partners
- Adhere to brand guidelines and values across all touchpoints, ensuring consistent customer and consumer messaging
- Manage own time to ensure deadlines are met and workload is prioritised as directed
- Provide support and cover to PCI College Enquiries when necessary, including complete and accurate recording of same, to convert face-to-face, telephone and online enquiries into admissions
- Initiate subject-led digital marketing strategies to increase student numbers across all courses
- To represent PCI College at functions as required, including open evenings, expos, public meetings and similar events
- To adopt a professional attitude and high standard of personal presentation at all times

Experience and Qualifications

Essential

- Undergraduate or Post-graduate Degree in Digital Marketing discipline
- 2 years plus experience in a digital marketing environment, including AdWords Optimization
- Minimum of 2 years' experience in developing and executing digital marketing campaigns
- Minimum of 1 years' experience in SEO
- Technologically savvy - exceptional IT skills including Microsoft Office 365 packages
- Excellent use of initiative along with strong time management and project management skills
- Excellent interpersonal skills, confidence and professionalism
- Demonstrated capacity for critical thinking, analysis and attention to detail
- Strong work ethic, with the ability to work well both independently and with an ability to prioritise workload in order to meet constant deadlines and targets
- Experience in email marketing, social media and technical implementation of organic and paid digital marketing activity - including use of Facebook Ads Manager, Google Ads Manager and Google Analytics
- Strong analytical skills, and proven track record in making data-driven decisions to continually optimise performance and determine future strategy
- Experience in managing revenue-generating campaigns across all platforms

Desirable

- Experience of CRM, Click Dimensions
- Sales experience a bonus
- Knowledge of the fields of Higher Education and Counselling & Psychotherapy

This is not an exhaustive list of duties and is subject to review on a regular basis.