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| **Job Description** |

**Job Title:** Digital Lead Generation Executive **Reporting To:** Fostering Lead Generation Manager

**Location:** Kent **Salary Range:** Up to £28,000

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**Role Purpose:**

The Digital Lead Generation Executive will support the Lead Generation Manager in sourcing high quality leads at consistent quantities for the business. This role would suit someone who has previous experience of Pay per Click (PPC) Advertising, Search Engine Marketing (SEM), Social Media Marketing (SMM) as well as a thorough working knowledge of managing and updating Content Management System based websites. The role will support a number of live websites and although coding experience is not essential, a working knowledge of HTML/CSS would be preferential to work with developers to implement any future changes.

The ideal candidate will be very experienced in understanding how digital marketing can work across a number of platforms in unison to engage with as many people as possible and generate leads via multiple websites and micro sites. Furthermore they will have a deep understanding of the importance of correct lead attribution and have proven experience in understanding the lead generation process from start to finish – from fresh and engaging advertising content at the beginning of the funnel, to high performing adverts, to a high conversion rate for enquiries.

The ideal candidate for this role will be someone who is able to easily demonstrate their passion for all things digital and is able to clearly articulate their previous experience in a similar role.

**About By the Bridge:**

By the Bridge with Cambian is an innovative, dynamic, independent fostering organisation providing high quality foster care and services to children and their foster families.

We aim to create an environment where all people feel valued and can grow, develop and achieve their goals.  We work to ensure that By the Bridge with Cambian is an organisation, which thrives on the diversity of its staff, families and children, to ensure that we assist and care for those most vulnerable, and advocate with them, and on their behalf.

**Responsibilities**

* Assisting the Lead Generation Manager in the development and execution of the company’s marketing/lead generation strategy and plan focussing on qualified lead generation
* Be able to manage, modify and create adverts for any of the digital platforms the company utilises (e.g. Google Ads, Bing Ads, Facebook Ads)
* Good understanding of Search Engine Marketing (SEM) and Search Engine Optimisation (SEO)
* Able to work with developers to enhance the website and its internal resources
* Development of website landing pages for PPC and digital display advertising
* Excellent understanding of conversion funnelling
* Be able to assist the department and impart knowledge onto other team members
* Co-ordinating with internal staff and 3rd party users to improve website usage and functionality
* Monitoring KPI’s and continually optimising to maximise ROI
* Monitor, evaluate and report on channel performance and make recommendations for improvement
* Keep current and advise on emerging web technologies
* Track and report metrics for applicable sites

**Personal Characteristics:**

* Personally aligned with our core values and beliefs; Caring, Honest, Open, Driven and Committed
* High level of energy, urgency and drive
* Resilient – is not afraid of a challenge or hard work
* Excellent judgement
* Sound, well developed influencing skills – able to build collaborative relationships quickly and effectively
* Team player with willingness to help others and go above and beyond their formal role

**Experience and Skills Required:**

Essential

* Experienced at using Content Management Systems (specifically Umbraco) and Google Analytics, HTML/CSS experience is preferential, but not essential
* Experienced at running complex PPC campaigns (Google Ads, Microsoft Bing)
* Experienced with Facebook Ads and Business Manager
* Strong communication skills, both written and verbal
* A strong team player, but with the ability to work independently
* Excellent analytical skills
* Ability to work on various projects simultaneously, under pressure and to tight deadlines
* Strong attention to detail
* Proficient in Microsoft Office and knowledge of CRM Systems
* Dynamic, confident personality with emotional intelligence, enthusiasm and energy
* Experience in SEO

Desirable

* Understanding of Fostering of Children’s Service Businesses

**Working Relationships**

* Reporting to the Fostering Lead Generation Manager
* Close interaction with the rest of the Marketing team and Recruitment department
* Management of some external third party supplier relationships (if required)

Safeguarding Children is central to all that By the Bridge with Cambian does. Although the **Digital Lead Generation Executive** role is not primarily one where contact with children is involved there may be occasions, either through seeing situations with a fresh pair of eyes; reading information in a report or by receiving information in any other way that an administrator may have concerns regarding the welfare of a child. (There are occasions for example where specific children may develop a good rapport with the **Digital Lead Generation Executive** through the child visiting the branch office). In any situation where the Branch Co-ordinator has concerns for a child’s well-being they must follow the reporting procedure of By the Bridge with Cambian. The **Digital Lead Generation Executive** will be required to undertake mandatory online training within their induction period.