HEAD OF DIGITAL ENGAGEMENT

Job title: Head of Digital Engagement
Reporting to: Marketing Director
Staff responsibility for: Content Executive (starting Q2-2017; pending approval)
Location: KNect House, 30-32 Mortimer Street, London, W1W 7RE

At FTSE100 company Informa, we have a very exciting opportunity to join the learning business that forms part of the Knowledge & Networking division, as Head of Digital Engagement.

Overview and purpose

This role has evolved from the previously existing Head of Digital Content position. Reporting into the Marketing Director for Professional Development & Learning, this strategic role is key in helping the business evolve the approach to engaging prospects and customers and changing the way we do marketing.

The Head of Digital Engagement will establish a strategic plan in Q1-2017 as individual contributor and for start of Q2 this individual will recruit (pending approvals) a Content Marketing Executive to support the execution of defined projects.

Whilst this role has no direct responsibility to drive performance, it’s important to understand that everything we do is measured and feeds back to defined and shared performance-driven objectives.

This position sits within the central marketing team for PD&L and supports the following business units:
- PTI (Life Sciences)
- Tax, Legal, Accounting
- IFF (Finance)
- Energy
- Maritime
- Telecoms Academy (TMT)

Responsibilities

It’s the responsibility of the Head of Digital Engagement to set a strategy together with the Marketing Managers of the respective areas to drive towards the shared goal which is the generation, engagement and conversion of leads. The role works across B2C and B2B. This role will have ownership of 2-3 key projects – both in terms of planning and execution, and oversee the planning and execution of further projects. This role will also form the critical link between PD&L and the conferencing division within Knowledge & Networking to ensure we’re collaborating on content production, distribution and engagement across the business (and affiliated Informa businesses).

KPIs
- Audience reach and engagement rates for defined audiences / target profiles
- Traffic delivered to defined brand websites and/or events pages
- Defined deliverables on key projects (example: leading on a life sciences research report we’ll use to launch a new product)

These are just examples and it’s a non-exhaustive list.
Key dimensions
- Define and shape the role of digital engagement and content together with internal stakeholders (MD, marketing director, business unit leaders)
- Devise social media strategy together with brands’ marketing managers and coordinate within the wider Knowledge & Networking ecosystem
- Create a plan for digital engagement for 2017 setting milestones and success metrics
- Recruit (may be internal), train and manage one direct report per beginning of Q2; pending approval
- Oversee PD&Ls content marketing plans and tactics to drive and establish best practice
- Help business increase marketing efficiency
- Own, manage and execute a number of projects that sit at PD&L level
- Oversee and sometimes manage the production of all types of content (video, whitepapers, infographics, case studies, and more)
- Manage internal and external stakeholders as needed
- Reporting and analysis of owned social channels and content
- Look after administrative tasks as they pertain to the role and its projects
- Perform any other duties as required by the line manager and/or the business

Requirements

Essential
- Degree level educated with degree in journalism, marketing or related field
- Minimum 3-4 years’ experience in content marketing or tightly affiliated role
- Superior level of editorial copywriting in the English language
- Experience in managing the production of content is essential: videos, webinars, research-based whitepapers, infographics, further types of thought leadership
- High degree of understanding and familiarity across all digital engagement channels
- Experience in working in pressurised environments
- Experience in managing multiple projects with a multitude of stakeholders each
- Deadline, target and results driven
- Proficient in the use of MS Office

Desirable
- Existing network of creative freelancers and agencies to provide ability to scale up quickly if required
- Experience in working in education/learning industry
- Any further European language is an advantage

Behavioural competencies
- Superior and hands on work ethic
- Collaborative nature
- Strive for excellence
- Customer focus
- Effective communication
- Flexible and adaptable
- High attention to detail and accuracy
- Ability to multitask and meet deadlines
- Time management