The Institution of Engineering and Technology

Creating a world of better opportunities

Job description

Digital Marketing Executive

Hybrid - Stevenage

Fixed Term Contract

Grade 7

Full-Time - 35 Hours per Week

Reports to: Marketing Manager – Campaigns / Marketing Manager – Events and Learning

Where the role fits

Marketing & Communications team – Engagement & Growth

Purpose of the role

As one of our Digital Marketing Executives, you will be responsible for executing and optimising digital marketing campaign activities across various platforms, including email marketing, social media, digital advertising, content capture and editing, and web content updates. Bringing your knowledge, curiosity and passion for all things digital with you, you will help ensure all digital marketing efforts are aligned with overall campaign objectives and are optimised for best practice and measurable impact. Working especially closely with our Marketing Campaign Managers / Executives and Digital Marketing Specialists, this role is ideal for someone looking to grow their digital marketing expertise and gain hands-on experience in executing and improving digital campaign strategies.

Our five behaviours

Created by our people – for our people; our behaviours underpin much of what we do and reinforce the type of organisation we want to be. They're an integral part of how our performance is managed and how we recognise great work, and map across our learning and development offering too.

You will seek to bring our behaviours to life in all that you do:

- **Include everyone**
- **Do your very best**
- **Take full ownership**
- **Work well with others**
- **Openly communicate**

Main duties and responsibilities (not necessarily in priority order)

- **Email Marketing:** Plan, build, and execute email marketing campaigns, ensuring they are well-targeted, mobile-optimised, and designed to engage audiences. Monitor and report on key metrics such as open rates and conversions rates to inform future campaigns.

- **Organic Social Media:** Manage and schedule organic social media posts across platforms, ensuring content is delivered in line with platform features and best practice. Analyse engagement metrics and optimise social content for better performance.

- **Digital Advertising (PPC):** Assist in setting up and optimising pay-per-click (PPC) campaigns on platforms like Google Ads and social media channels. Monitor ad performance and adjust targeting, bids, and content to maximise ROI.

- **Web Content Management:** Regularly update and maintain assigned parts of IET websites using the Umbraco content management system (CMS), ensuring all content is accurate, up-to-date, and SEO-friendly. Collaborate with the Web and SEO Specialists on new site builds, web journeys and ongoing optimisation as required.

- **Content Creation:** Create, capture, edit and repurpose engaging campaign content for use across channels, including photography and video, ensuring assets created are optimised for different audiences, platforms and campaign objectives

- **Performance Analysis:** Support ongoing analysis of digital marketing performance across email, social media, PPC, and web. Provide insights and recommendations to the Marketing Campaign Managers for optimisations to improve engagement, conversions, and ROI.

- **Collaboration:** Work closely in particular with the Marketing Campaign Managers / Executives to ensure integrated marketing efforts across campaigns, ensuring cohesive messaging and effective delivery.

- **A/B Testing:** Assist in conducting A/B tests for digital ads, emails, and landing pages to optimise performance

- **Budget Management:** Assist in managing campaign budgets, ensuring that all digital activities are cost-effective and provide a good return on investment (ROI).

- **Compliance & Best Practices:** Stay up-to-date on data privacy regulations (e.g., GDPR) and digital marketing best practices, ensuring all digital activities remain best in class and compliant.

- Any other duties as are reasonable as per the skill and experience of the post-holder.

The following generic responsibilities would also apply to the role. Specific responsibilities will vary depending on the department and level of seniority.

- **Apply specialist knowledge and skills:** You'll leverage your in-depth knowledge and expertise in a specific field to deliver essential tasks and services that contribute to the smooth running of the IET.
- **Perform specialist tasks accurately:** You'll independently execute a diverse range of specialist tasks under general supervision, ensuring accuracy, efficiency, and adherence to established procedures.
- **Contribute to continuous improvement:** You'll actively participate in the ongoing development and improvement of the IET by applying your specialist knowledge and suggesting innovative solutions.
- **Collaborate effectively:** You'll work closely with colleagues from various departments, fostering a collaborative and inclusive environment where open communication leads to achieving shared goals.
- **Provide valuable expertise:** You'll act as a resource within your area of specialism, sharing your knowledge and expertise to support your team and contribute significantly to the overall success of the IET.
- **Develop and motivate teams:** For manager roles, you'll be responsible for coaching, motivating, and facilitating the learning and development your team to achieve their full potential, fostering a positive and inclusive work environment.

Skills and experience required

- **Digital Marketing Knowledge:** Proven experience in executing digital marketing campaigns, with knowledge of email marketing, organic social media management, PPC, and web content management.

- **Analytical Abilities:** Strong ability to analyse data from digital campaigns and make data-driven decisions to optimise performance.

- **Hands-On Experience with Tools:** Familiarity with email marketing platforms (e.g. Upland Adestra, Mailchimp), PPC / social ads management tools (e.g., Google Ads, LinkedIn ads), social media management tools (e.g. Sprinklr, Hootsuite), and CMS platforms (e.g. Umbraco, WordPress).

- **Communication Skills:** Excellent written and verbal communication skills to collaborate effectively with colleagues and stakeholders.

- **Attention to Detail:** Strong organisational skills, with the ability to manage multiple tasks and deadlines simultaneously. Ability to review work systematically and thoroughly – e.g. emails, social posts, ad setups drafted by others before going live

- **Proactive and Eager to Learn:** Willingness to develop new skills and stay up-to-date with evolving digital marketing trends.

- **Team Player:** Collaborative mindset, working closely with cross-functional teams and supporting shared marketing goals.

The following generic skills and experiences would also apply to the role. Specific requirements may vary depending on the department and level of seniority.

- **Lifelong learning:** You'll demonstrate a willingness and flexible approach to learning and adapting to new tasks and responsibilities, staying current with industry trends and developments.
- **Leadership and motivation:** Where required, experience in a role is demonstrating strong leadership, motivational abilities, and the ability to delegate effectively.
- **Teamwork and independent work:** You'll be a strong team player with the ability to work independently and take initiative when required.
- **Effective communication:** You'll possess excellent written and verbal communication skills, ensuring clear and concise communication with colleagues and stakeholders.
- **Organisation and time management:** You'll demonstrate strong organisational and time management skills, effectively prioritising tasks and meeting deadlines consistently.
- **Positive and collaborative work environment:** You'll be passionate about creating a positive and inclusive work environment, fostering collaboration, and contributing to a supportive team atmosphere.
- **Proficiency in IT tools:** You'll be proficient in Microsoft Office applications and demonstrate a willingness to learn and use any applicable support systems, including CRMs and databases.

Document control

Authorised by	*Job Title*	*Date*
Head of Department / Team	*ST Head of Marketing and Communications*	*September 2026*
Strategic People Partner	*Jo Williams, Strategic People Partner*	*September 2026*

This job description is not intended to include specific tasks, temporary activities or projects but aims to describe the overall purpose and outputs for the role and may be subject to change. Using this role profile, specific success objectives will be part of the ongoing performance conversations with your manager throughout the year.

It's the expectation that you will understand and keep up-to-date with all IET mandatory policies and appropriate training, including data protection and data handing, as well as current Health and Safety policies.