



DIGITAL CONTENT EXECUTIVE

ETHICAL FINANCE HUB

The Ethical Finance Hub (EFH) aims to raise awareness of and undertake research into new ethical finance products and services and increase awareness of ethical and sustainable finance products for individuals and organisations, with a focus on expanding the Scottish market.

The aim is to help create a fairer, more inclusive and socially responsible financial system as well as improved environmental, social and governance performances of businesses.

Vision

To realise a financial system where integration of environmental, social, governance and faith-based values become the norm and not the niche.

Mission

To develop a platform to promote collaboration, research, innovation and growth in the ethical finance market enabling and encouraging stakeholders to make new connections and informed choices.

JOB DESCRIPTION

Location: Edinburgh / Glasgow

Term: One-year fixed term contract on a Full Time* or Part Time (minimum 2 days per week) basis with the possibility to extend

Remuneration: £25,000 (Full Time Equivalent)

Closing date: 5pm, Friday 1 February 2019.

**Will include working on separate affiliated projects / initiatives*

KEY ROLES

- Manage, maintain and develop website (including SEO)
- Manage digital campaigns and day to day activities (including database management, e-comms, display advertising etc)
- Create and upload digital content (such as blogs, articles, images, infographics, videos, surveys etc)
- Create and maintain a social media editorial calendar and posting schedule
- Develop benchmark metrics to measure the results of digital activity
- Analyse and evaluate digital campaigns and strategies

SKILLS

- Degree in marketing or a related field
- Proven working experience in digital marketing
- Demonstrable experience in managing websites, SEO, marketing database, email, social media and/or display advertising campaigns
- Highly creative with strong analytical skills and data-driven thinking
- Proficiency in MS-Office and detailed knowledge of main social media platforms
- Content management system experience (preferably WordPress) and solid knowledge of web analytics tools (preferably Google Analytics)
- Experience of mailing software (preferably Mailchimp and Survey Monkey)
- Up-to-date with the latest trends and best practices in digital marketing and measurement
- Experience of designing and preparing artwork for digital outputs (knowledge of Adobe InDesign Photoshop and Illustrator etc)
- Ability to deliver basic video editing

APPLY

Please send you CV and a brief statement (max 300 words) explaining why you would be suitable for this post to info@ethicalfinancehub.org