

# To support the launch of our new strategy BSAC is looking to recruit a **Digital Marketing Executive**

Reporting to the Head of Community, this exciting new role will support the delivery of BSAC's strategy by developing, managing and delivering key communication and engagement projects and initiatives.



## **Our vision:**

- For everyone to enjoy and respect the underwater world

## **Our mission:**

- To be the 'go to' community for anyone wanting to learn about, enjoy and protect the underwater world

## **Our values:**

- **Integrity** - we work in a transparent and sincere manner, making balanced and impartial decisions
- **Togetherness** - we are one team working towards our vision to be the 'go to' community for anyone wanting to learn about, enjoy and protect the underwater world
- **Excellence** - we strive to attain the highest standards and help others to do the same
- **Inclusivity** - we ensure diving is accessible and attractive to the most diverse audience possible
- **Conservation** - we lead by example, promoting environmental stewardship for future generations

## **Supported by 4 strategic themes:**

### **Diving & Training**

- Increase the quality, consistency and relevance of training and increase access to diving and training opportunities, enhancing BSAC's leadership role in underwater sport

### **Environment**

- Strengthen our active contribution in the protection and conservation of the underwater environment

### **Community**

- Utilise enhanced communication methods and technology to understand, mobilise, and connect the BSAC community, ensuring that community is accessible to all

### **Delivery**

- Increase the capacity and capability of BSAC to achieve its strategic ambitions

The full strategy document is available at [bsac.com/strategy](https://bsac.com/strategy)



## DIGITAL MARKETING EXECUTIVE VACANCY

Job Title:	<b>Digital Marketing Executive</b>
Department:	Community
Reporting to:	Head of Community (HoC)
Location:	Home-working, attending business meetings, dive shows and the BSAC conference. Monthly in-person meetings will be expected with HoC either at BSAC HQ or other venues in the country.
Job Purpose:	To develop, manage and deliver key digital marketing projects and initiatives as agreed with the HoC. To measure and evaluate the effectiveness of projects and campaigns, identifying areas for improvement and development.
Salary	28,000

The successful candidate will work at the very heart of our online activity.

The role requires you to be digitally savvy, highly organised and in possession of strong digital marketing skills to work on the planning, execution and optimisation of BSAC's online marketing efforts.

### Your role will involve:

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- Managing BSAC's website using the Content Management System (CMS).
- Email marketing and engagement of prospective and existing members.
- Developing and implementing digital marketing strategies, including social media management, Search Engine Optimisation (SEO), Search Engine Marketing (SEM), and Conversion Rate Optimisation (CRO), to reach and convert new audiences.
- Improving conversion rates of digital activity into tangible outcomes such as membership uptake, product upselling and engaging in new activity.
- Measuring key performance metrics including website traffic, audience engagement, service quotas, bounce rate and ad spend return on investment.
- Using advanced analytics software to identify customer touchpoints and assess end-to-end customer experience across diverse digital channels.
- Supporting BSAC clubs with their marketing and promotion.
- Ensuring that equality, diversity and inclusion is embedded into all communications activity.
- Providing information to support the BSAC Senior Leadership Team, Council, NDC and HQ decision making.
- Establishing and maintaining strong working relationships with HQ colleagues, key volunteers and external groups.
- As required, support HQ colleagues with their tasks.

## Person Specification

Skills, knowledge and experience:	Essential / Desirable
3+ years prior experience working in a digital marketing role	E
Qualified to degree level, or equivalent	E
Proven success designing and executing digital marketing strategies and campaigns	E
Proven email marketing and marketing automation experience	E
Strong Google Analytics skills	E
Design and image editing skills	E
Working experience with social media platforms and digital advertising best practices	E
Knowledge of HTML	E
Excellent inter-personal skills including the ability to work as part of a team	E
Intermediate level Microsoft Office skills, including Word, Outlook, PowerPoint and Excel	E
Strong organisational and time-management skills, including the ability to prioritise work to meet deadlines	E
Knowledge of the latest digital marketing trends and technologies	E
Active scuba diver or scuba experience	D
Video editing skills	D
Experience working with CRM software	D

Approach:	Essential / Desirable
Self-motivated with drive to pursue goals	E
Up to date on communications industry trends and able to stay ahead of the curve	E
Strong team working ethic	E
Flexible and adaptable with proven ability to work under pressure	E
Can prioritise workflow to achieve higher direction	E
Well organised with a consistent delivery of work	E
Ability to make decisions based on accurate and timely information and analysis	E

To apply for this role please complete the application form and return by email to **[debbiep@bsac.com](mailto:debbiep@bsac.com)**.

Applicants should be available for online interviews.

If you would like an informal chat, please either email Debbie or call **0151 350 6254**.