



Job Description and Person Specification

Summary

Job title:	Digital Marketing Executive (KTP Associate)
Area:	Faculty of Arts & Sciences
Reference:	EHA2154-0525
Grade and Salary:	£35116- £38249 per annum. Grade 7, Points 27 to 30.
Contract Type:	Fixed Term for 33 Months
Hours:	Full Time
Location:	2 Woodway Court Thursby Road Bromborough, Wirral CH62 3PR
Accountable to:	Prof. Jay Cullen, Director of the Business School
Reporting to:	Prof. Kim Cassidy, KTP Academic Supervisor

About the Role

The post of Digital Marketing Executive offers an exciting opportunity to work on a groundbreaking initiative in the field of omnichannel digital marketing, with a highly respected academic team and a successful small business, Jacksons Leisure Supplies, who are a leading distributor and multi-channel online retailer of leisure equipment, refurbishment and maintenance supplies for caravans, campervans and motorhomes.

<https://www.jacksonsleisure.com/>

This post has been created to lead an exciting new initiative which will transform Jacksons' ability to grow both their UK domestic and international markets by embedding a new, data-driven, omnichannel marketing strategy across the company. Utilising the latest approaches in understanding digital consumer behaviour, customer segmentation and digital omnichannel marketing, the Digital Marketing Executive will embed new approaches which offer rich, data-driven insights into sales and marketing performance. This knowledge will be used to trial and drive new targeted digital marketing campaigns. Embedding the strategy will also entail facilitating the adoption of new AI-driven automation technologies into sales, customer service and marketing - which will improve customer experience and sales opportunities - and seek to improve the user experience across all digital platforms.

The post offers a highly rewarding opportunity to make a transformative impact on the growth of the business, domestically and internationally, whilst working alongside the academic team to advance knowledge within the digital marketing field.

For Jacksons, this initiative also aligns to UN sustainability and development goals which promote inclusive and sustainable innovation. Omnichannel strategies which utilise advanced technologies (as within this project, AI-enabled technologies for automation and data analytics) to achieve productivity and scale is an area of significant innovation for the online and high street retail sectors.

Edge Hill's Business School is a thriving, international community of students and staff, committed to teaching and research excellence, professional practice, interdisciplinary collaborations and partnerships. Areas of research excellence in the School include marketing and consumer research, international business and economics, and sustainability, entrepreneurship and innovation.

Jacksons Leisure Supplies

Jacksons Leisure Supplies Ltd is Edge Hill's partner and the sponsor of this Knowledge Transfer Partnership (KTP). The post will be based full time at Jacksons' head office in Bromborough on the Wirral and will be fully embedded into Jacksons' business operations and work alongside their existing staff.

Jacksons is a family-run business established in 2004 who employ 31 staff across two sites on the Wirral. They are a leading UK supplier of leisure equipment, refurbishment and maintenance supplies for caravans, campervans and motorhomes. They sell to trade and private customers, primarily within the UK, but with growing sales into the EU and US markets. Jacksons primarily sell third party products including kitchen and bathroom equipment, gas and heating, and electricals, with suppliers in the UK, Holland, Germany, Sweden and China. However, their range own branded products - Adventurer - is also an area of significant growth opportunity and exploring this will be a key feature of the KTP.

Eleanor Jackson, the Director responsible for marketing, sales and customer service, will be supervising KTP for Jacksons and provide line management and support to the Digital Marketing Executive.

Knowledge Transfer Partnerships (KTPs) www.ktp-uk.org/graduates

KTPs are collaborative projects between industry, charities or public sector partners and academia which seek to transfer knowledge and research for the development of new products and services, or to deliver growth and productivity. The KTP Associate, which is this post, works within the sponsoring partner to lead the delivery of the project, under the co-supervision of the academic team and, on this KTP, Jacksons' Director for Marketing, Sales and Customer Service, Eleanor Jackson.

For the Associate, KTPs enhance your career by providing an opportunity to lead a challenging project central to an organisation's strategic development and long-term growth. The teams at the university and the organisation provide you with full support. KTPs offer a generous personal training development budget to augment the Associate's technical and management skills.

Innovate UK also facilitates excellent opportunities for the ~800 KTP Associates around the UK to network and share their experiences.

About You

You must possess academic and/or professional experience in digital and/or international marketing. A good first degree, plus an MA/MSc (or equivalent) in a relevant marketing discipline is essential.

You must demonstrate in-depth knowledge of effective approaches to customer behavioural analysis, customer segmentation analysis and market research. You must also demonstrate excellent theoretical and practice knowledge in creating effective customer (CX) and online user experiences (UX).

You should be able to demonstrate good knowledge in how to utilise AI-enabled technologies to achieve customer service excellence, precision and personalised marketing and marketing automation. Experience of adopting and/or utilising these types of technologies in a commercial setting will be advantageous.

The successful applicant will be able to critically analyse literature and data, with an ability to assess trends and evaluate risks and opportunities. You must have strong interpersonal and communication skills for regular liaison with project stakeholders, be highly organised, and able to work to strict deadlines.

The KTP may also involve domestic and international travel in order to engage with customer and suppliers.

KTP Associates are responsible for spear-heading their project, they are expected to be proactive and solution focussed, and well supported to develop their project management skills through specialist training from Innovate UK.

Duties and Responsibilities

1. To play a leading role in the delivery of the KTP, working with all stakeholders to ensure efficiency and success.
2. To conduct domestic and international market research.
3. To prepare and deliver reports on issues, risks and opportunities.
4. To design and execute an omnichannel, digital marketing strategy.
5. To coordinate the production of marketing assets.
6. To design and execute digital marketing campaigns and evaluate their effectiveness.
7. To review and implement changes to company websites and online sales platforms which will optimise the CX and UX.
8. To review and implement new digital technologies into sales, marketing and customer service processes.
9. To work closely with the academic and company teams to address technical and/or research challenges arising from the project.
10. Preparation and delivery of resources and training materials for relevant user levels.
11. To assist in the writing of academic outputs to support the findings of the KTP.
12. To adhere to the project management, administrative and other compliance protocols required for the KTP and by Edge hill University.
13. The successful candidate may be required to travel within the UK and internationally throughout the project.
14. To work openly and cooperatively with all colleagues, proactively resolving issues and challenges, contributing to identifying continuous improvements
15. To act as an ambassador for the Business School and Jacksons Leisure Supplies at all times.
16. To undertake any other duties deemed appropriate by the Director of the Business School or KTP Academic Supervisor.

In addition to the above all Edge Hill University staff are required to: adhere to all University policies and procedures; demonstrate excellent customer care; undertake appropriate learning and development; actively participate in performance review; encourage equality, diversity and inclusion; respect confidentiality; act in a sustainable manner; and proactively consider accessibility.

Eligibility

Candidates should note that shortlisting will be based on information provided on the application form with regard to the applicant's ability to meet the criteria outlined in the Person Specification attached.

Person Specification

Please note that applications will be assessed against the Person Specification using the following criteria, therefore, applicants should provide evidence of their ability to meet all criteria. Where a supporting statement is indicated you will be asked to provide a statement of how you meet this criterion within the application form.

Qualifications

Criteria	Essential or Desirable Criteria	Method of Assessment
Good first degree in a relevant marketing or business management discipline	Essential	Application
Good higher degree (MA/MSc) in a relevant academic discipline. Study including consumer data analytics is advantageous	Essential	Application
Relevant professional and/or technical qualifications	Desirable	Application

Experience and Knowledge

Criteria	Essential or Desirable Criteria	Method of Assessment
In-depth knowledge of customer behavioural analysis and customer segmentation	Essential	Supporting Statement, Interview & Presentation
Good knowledge and/or experience of conducting consumer data analysis. Use of relevant analysis tools (e.g. Excel, SQL, Python), visualisation tools (e.g. Power BI, Tableau), and statistical analysis techniques is advantageous	Desirable	Supporting Statement & Interview
In-depth knowledge and/or experience of conducting domestic and/or international market research	Essential	Supporting Statement & Interview
In-depth knowledge and/or experience of developing effective customer and user experiences in a digital sales environment	Desirable	Supporting Statement, Interview & Presentation
In-depth knowledge and/or experience of using technologies which can increase productivity in digital marketing and/or customer service. E.g. predictive analytics, sentiment analytics, virtual assistants and chatbots, automation	Desirable	Supporting Statement & Interview
In-depth knowledge and/or experience of developing, implementing and reporting on digital marketing campaigns	Essential	Supporting Statement & Interview

Abilities and Skills

Criteria	Essential or Desirable Criteria	Method of Assessment
Strong interpersonal and communication skills. Particularly communicating complex conceptual ideas or information to both technical and non-technical stakeholders, with an ability to influence decision-making	Essential	Interview & Presentation
Strong project management skills, being highly organised, maintaining attention to detail, and able to prioritise workload to meet deadlines	Essential	Supporting Statement & Interview
Ability to think critically to proactively identify and resolve problems, recommending appropriate options for courses of action	Essential	Supporting Statement & Interview
Ability to build an effective team environment, securing consensus and cooperation, and working flexibly when required.	Essential	Supporting Statement & Interview

Candidate Guidance and How to Apply

Join our team at Edge Hill University! We're looking for talented individuals to join our dedicated and supportive community and make a difference to our students. At Edge Hill we value the benefits a rich and diverse workforce brings and welcome applications from all sections of society.

Have any questions?

For informal enquiries about this vacancy, please contact: Prof. Kim Cassidy, Professor of Marketing at kim.cassidy@edgehill.ac.uk

Ready To apply:

1. Go to our jobsite - <https://jobs.edgehill.ac.uk/Vacancies.aspx>
2. Find the role you wish to apply for.
3. Click the "**Apply Online**" button on the job advert and follow the easy steps to prepare and submit your application.

Key points:

- **Closing date:** Please refer to the advert for the closing date for this vacancy. Vacancies automatically close at 23:59pm [GMT]. Please note, that the University may on occasion close a post early if vacancies attract high volumes of applications; we therefore encourage you to prepare and submit your application in good time.
- **Next steps:** We'll contact you by email, usually within two weeks, to let you know if you have been shortlisted.
- **Shortlisting:** Information you provide on your application will be assessed against the person specification for this role. We encourage you to clearly show how you meet the requirements presented in the person specification. We encourage use of specific examples of your experience, knowledge and skills within your supporting statement(s).
- **Pre-employment checks:** Following offer, successful candidates will need to provide original proof of identity, qualifications and professional memberships, and evidence their right to work in the UK. You will also complete a pre-employment health questionnaire to support Edge Hill University make appropriate adjustments to support you in the role.
- **References:** You will be asked to provide details of two referees on your application form. References will be collected following issue of an offer of employment. Guidance on how to select your referees is provided on the form. The University may ask you for alternative or additional referees to cover your previous three years of employment during pre-employment

- **Start date:** A start date will be arranged after pre-employment checks are completed.