



## **Digital Marketing Officer (Maternity Cover)**

### **ABOUT US**

The Merchant Navy Welfare Board (MNWB), based in Southampton, is the leading umbrella charity for the UK Merchant Navy and fishing fleets, which supports and promotes co-operation between organisations that provide welfare services to seafarers, fishers and their dependents.

Our communications team at MNWB is committed to improving the lives of seafarers who work tirelessly to keep the global economy moving. We constantly advocate for their needs, ensuring that their voices resonate and are heard across the world. Through innovative communication strategies and cutting-edge digital solutions, we aim to empower seafarers and offer vital support to our 47 member charities and stakeholders across the maritime welfare sector.

<b>Job Title:</b>	Digital Marketing Officer
<b>Job Purpose:</b>	To lead, manage, and implement high-impact digital marketing strategies that enhance the visibility and influence of MNWB, support its members, and deliver measurable results across social, web, and digital platforms. The Digital Marketing Officer will be responsible for the end-to-end delivery of campaigns, content creation, digital engagement analysis, and brand management.
<b>Relationships:</b>	The Digital Marketing Officer will report to the Communications and Media Manager
<b>Salary:</b>	Up to £26,000 per year
<b>Contract type:</b>	Full-time, Fixed Term 12-month contract

### **ROLE RESPONSIBILITIES**

#### **Digital Strategy & Campaign Management**

- Develop and implement digital marketing plans and strategies for projects and organisational priorities.
- Manage and execute paid digital advertising campaigns (Google Ads, social media ads), ensuring alignment with campaign objectives and audience targeting.
- Ensure consistent use of SEO best practices across content and web platforms to improve visibility and search performance.
- Create and compile internal brand guidelines and legacy materials to support long-term

communication consistency.

- Regularly review and update digital communication policies in line with best practice and organisational needs.

### **Content Creation & Management**

- Manage and create content across five social media platforms.
- Design original visual content, including infographics and video assets, to ensure content is engaging and brand-aligned.
- Write and schedule our external newsletter, gathering, editing, and curating content from internal teams and member organisations.
- Ensure that website content is current, engaging, and supports key organisational goals

### **Social Media & Community Engagement**

- Oversee the growth and engagement of MNWB's social media presence across Facebook, X, LinkedIn, Instagram, and Threads.
- Manage all social media interactions, including messages, comments, and stakeholder engagement.
- Provide strategic support to internal teams and our members regarding digital communications, when required.

### **Analytics & Reporting**

- Use Google Analytics and social media platform insights to track campaign performance and inform future strategy.
- Compile regular reports on web and social engagement, providing insight and recommendations to the Communications and Media Manager.
- Monitor SEO performance and continuously optimise content based on analytical findings.

### **Other**

- Write and edit engaging material for external audiences, including newsletters, Annual Reviews, leaflets and other supporter engagement materials.
- Print production - working with designers and printers, planning and managing leaflets/adverts and design and print schedules.
- Take and edit photographs of key events across the sector.
- Work with other stakeholders from across the sector as required and any other duties as required by the Communications and Media Manager.
- Assist the Communications and Media Manager in managing and promoting the charity's prestigious Annual Award.
- Assist to perform different tasks as necessitated by organisational priorities and the overall business objectives of the MNWB.

## **ABOUT YOU**

### **Essential**

- Educated to degree level or equivalent experience.
- A minimum of two years' work experience in a marketing or communications-related role.
- Excellent writing skills with a track record of producing articles and blogs.
- Excellent verbal and written communication skills.
- Expert working knowledge of all social media platforms.

- Good understanding of, and experience in, managing SEO, digital content and web analytics.

### **Desirable**

- Demonstrable experience of using Microsoft office and website programmes.
- Ability to build collaborative relationships with the media, staff, stakeholders, supporters and the general public.
- Experience of photo editing and producing short promotional videos and other content.
- Demonstrable experience in running multiple social media advertising campaigns.
- Experience of using a database or maintaining records.
- Experience of using email campaign software.
- Full UK Driving Licence.

### **BENEFITS**

Option for hybrid working

Attractive pension scheme

Enhanced paternity pay

26 days' leave plus bank holidays

Group Life Cover

Critical Illness Cover

Free parking on-site in the centre of Southampton

35 hours working week