



**Combined  
Cadet  
Force  
Association**

The Charity Supporting Cadets in Schools

## CCF Digital Marketing Executive

Full-time permanent contract (40 hours per week)

<b>Department:</b>	Cadet Media and Communications	<b>Level:</b>	Support 4
<b>Reporting to:</b>	Digital Marketing Manager	<b>Location:</b>	Aldershot, Hampshire

### Job Description

#### Purpose of the Post

This post is to work with the cadet media and communications team in creating and delivering digital marketing strategy to increase awareness of both the Combined Cadet Force (CCF) and the Combined Cadet Force Association (CCFA) mainly through digital platforms including our website and social platforms with the target of increased traffic, awareness, and recruitment. It is an exciting new role with lots of opportunity for personal and professional growth in a hard-working team.

#### Principal Responsibilities

- Working with the Digital Marketing Manager to create and implement the digital marketing strategy for the CCF and CCFA.
- To ensure that the digital outputs of the CCF and CCFA are keeping up to date with latest trends and technical advancements in the digital marketing field.

#### *Website Management*

- Taking day to day responsibility alongside your team for updating and maintaining the CCF ([combinedcadetforce.org.uk](http://combinedcadetforce.org.uk)) website.
- Reviewing key analytics to implement informed changes to the CCF website to better user experience and conversion.
- Writing and implementing content on the CCF website which follows key SEO principles to drive traffic to the website and promoting this content through a variety of digital channels.
- Working with external agencies to improve SEO on CCF website.
- Working with external agencies to improve the user experience, traffic, and conversion rates on the CCF website.
- Collating monthly reports on the key performance indicators of the CCF website including traffic, bounce rate, conversion, and audience engagement.

### CCF Digital Marketing Executive – 30<sup>th</sup> May 2024.

Holderness House, 51-61 Clifton Street, London EC2A 4DW.

Registered charity in England, Wales and Northern Ireland (1170994) and in Scotland (SC048021)

- Providing training and support for volunteers and marketing professionals in school.

#### *Social Media*

- Working with the social media Officer to build and maintain the @cadetsinschools presence across multiple social media channels including Instagram, X, Facebook, LinkedIn. (TikTok and YouTube when added).
- Content creation for social media on @cadetsinschools socials.
- Content creation to include promotion of the CCFA on the @cadetsinschools socials and its charitable work.

#### *Media management*

- Helping to develop and deliver national, proactive media stories across digital platforms.
- Providing professional advice and support to the CCF's network of Contingent Support Officers, volunteer Media Officers and marketing professionals within the CCF Schools.
- Working with the rest of the Cadet Media and Communications team to deliver the annual Army Cadet Media Training Conference and other key events.

#### *Communications*

- To work with the digital marketing manager to deliver a clear and robust digital communications strategy for all key stakeholders across the CCF and CCFA.
- To ensure the digital communications outputs are of high quality and in line with key messaging principles.
- Working with the Digital Marketing Manager to create a newsletter strategy to subscribers on the updates and stories of the CCF and the CCFA.

#### *Volunteer and Cadet recruitment*

- Liaising on a regular basis with key contacts such as the Contingent Support Officers, CCF units, and with key stakeholders, including staff, volunteers and the MOD including its 3 services.
- Working alongside the communications manager in ensuring that all recruitment campaigns have the digital presence required and advising on the best options.
- Managing the paid social agency to ensure that any social media campaigns are running on target and ensuring they have all appropriate assets.
- Working with the Digital Marketing Manager to constantly refine and improve the 'user journey' for potential cadet and adult volunteer applicants.
- Providing monthly reports on volunteer and cadet recruitment figures.

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### *General*

- Reporting as required.
- Acting as a brand guardian to ensure the CCF, Army Cadet brand and CCFA are consistently applied across the three disparate national organisations.
- Deputising for the Digital Marketing Manager as necessary.
- Any other duties as required.

### **Key Competencies**

Criteria	Essential	Desirable	Methods of assessment
Qualifications and Training	<ul style="list-style-type: none"> <li>• A recognised qualification or proven success in digital marketing</li> <li>• Hands on digital marketing / communications experience</li> <li>• Evidence of continuing personal and professional development</li> </ul>		CV and Covering Letter, interview, certificates
Experience and knowledge	<ul style="list-style-type: none"> <li>• Minimum of 1 year experience in digital marketing</li> <li>• Knowledge of digital marketing and communications practices</li> <li>• Content creation abilities</li> <li>• Professional use of social media to achieve marketing and communications objectives.</li> <li>• Awareness of graphic design principles and familiarity with Illustrator, Photoshop, or other imaging / graphic design software</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of the youth environment</li> <li>• Experience / understanding of internal comms.</li> <li>• Familiarity with A/B testing, multi-variate experiments and other website performance evaluation techniques</li> <li>• Understanding of list segmentation, list management and e-newsletter production</li> </ul>	CV and Covering Letter, interview, certificates
Skills and ability	<ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills.</li> <li>• Meticulous attention to detail with good copy</li> </ul>	<ul style="list-style-type: none"> <li>• Information gathering and analysis skills.</li> <li>• Demonstrable experience of delivering a wide range of media</li> </ul>	CV and Covering Letter, interview, certificates

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	<p>editing and proof-reading skills.</p> <ul style="list-style-type: none"> <li>• Strong editorial skills</li> <li>• Enthusiasm, flexibility, and innovation</li> <li>• Personal credibility and confidence</li> <li>• Discretion and sensitivity</li> </ul>	<p>and comms materials to a high standard</p> <ul style="list-style-type: none"> <li>• Planning and organisational ability</li> <li>• Success in establishing effective working relationships.</li> </ul>	