

Digital Marketing Executive (Website)

Salary: £32,046 - £34,107 per annum (Grade 6)

Contract type: Full-time, Fixed term to 31 October 2026

The challenge

At WJEC, we contribute to our education communities by providing trusted qualifications and specialist support, to allow our learners the opportunity to reach their full potential. This is a fantastic chance to be part of an organisation that both encourages and enhances the minds of tomorrow, as well as join a creative and collaborative Marketing and Communications team, where your work will directly contribute to enhancing our digital presence and engaging thousands of learners, teachers, and stakeholders across Wales and beyond.

The role

As a Digital Marketing Executive, you'll play a key role in managing and developing WJEC and Eduqas' online presence. You'll be responsible for ensuring our websites, email campaigns, and digital content are engaging, user-focused, and aligned with our brand vision.

This is a role where you'll combine technical skills, creativity, and collaboration to make a real impact on our digital communications.

About you

We're looking for someone with a passion for digital marketing and a strong eye for detail. You'll have experience using content management systems (CMS) and a solid understanding of digital best practice, from analytics to SEO. A creative approach to content and design, coupled with the ability to manage your own workload, will be key.

You'll be confident working with colleagues across the business, able to adapt your communication style for different audiences, and comfortable managing multiple projects in a fast-paced environment. Experience with tools such as Google Analytics, Umbraco CMS, Canva or Adobe Creative Cloud would be an advantage. Welsh language skills are desirable but not essential, and a willingness to learn is always valued.

Benefits

We offer a range of excellent benefits and take pride in being an inclusive and supportive place to work. Highlights include: 25 days annual leave per year (in addition to 16 statutory / additional holidays), free Welsh lessons, a competitive pension scheme and numerous family friendly policies.

If you would like to know more about this role, or about working at WJEC, please do not hesitate to contact our HR team (HR@wjec.co.uk), who will be more than happy to help.

Please visit [our website](#) to download a copy of the job description and application form.

Closing date: 23:59, Tuesday 14 October 2025



245 Western Avenue, Cardiff CF5, 2YX
 Tel 029 2026 5002 / 5189 / 5015
www.wjec.co.uk

JOB DESCRIPTION

| | |
|-----------------------------|--|
| Job title | Digital Marketing Executive (Website) |
| Department: | Marketing and Communications |
| Section: | Strategy |
| Responsible to: | Digital Marketing Manager |
| Grade: | 6 |
| Location: | Hybrid (Western Avenue & Home-based) |
| Main purpose of Job: | |

You will assist the Marketing and Communications team to organise, deliver and evaluate multi-channel marketing campaigns to promote WJEC's educational products and services.

As the gatekeeper for all 3 brand websites you will be accountable for the accuracy and design of content across these sites, ensuring that any requests from the business are managed and completed to the highest quality and within the agreed SLA.

Principal Duties and Responsibilities:

Website content

- Recommend and implement improvements to Eduqas and WJEC/CBAC landing pages in collaboration with the Digital Marketing Manager.
- Act as gatekeeper for the brand websites, ensuring content is accurate, accessible, and user-focused.
- Respond to feedback from internal and external stakeholders to enhance content, design, and user experience.
- Update and maintain key documents and web content on WJEC's public websites.
- Brief and manage developers on new projects or fixes, monitoring progress and escalating issues where required.
- Prepare and circulate monthly website performance reports to the Project Manager.
- Support SEO and content discoverability in collaboration with our digital agency.
- Collaborate with colleagues across the organisation to ensure consistent messaging and alignment with business objectives.

Email Marketing

- Assist the Digital Marketing Executive (Campaigns) in creating, developing, and managing email campaigns for WJEC, CBAC, and Eduqas qualifications.

- Support the Digital Marketing Manager in growing subscriber lists and improving engagement.
- Contribute to integrating email marketing with website analytics to track performance and user journeys.

Graphic Design and Digital Content

- Manage and contribute to the production of multimedia content (e.g. graphics, video, infographics, animations) for websites and social media platforms.
- Create branded graphics for use across digital channels.
- Assist colleagues in producing engaging content for campaigns and projects.

General Tasks

- Support the delivery of WJEC's marketing and communications strategy.
- Work with the marketing team and colleagues across the business to implement integrated campaigns.
- Ensure website and digital platform content is up to date, reviewing copy, drafting new content, and checking for accuracy prior to publication.

Other

- To understand and comply with all WJEC policies and procedures detailed in the Staff Handbook; in particular, ensuring you understand your role and responsibilities in relation to Safeguarding, Information Security, GDPR, Confidentiality, Welsh language and Health, Safety and Environment.
- Participate actively in supporting the principles and practice of equality of opportunity as laid down in WJEC's Equality & Diversity Policy, embedding ED&I into all projects, policies and practices.
- To be a pro-active team-member, contributing positively to meetings and projects in support of WJEC aims and objectives.
- To engage in personal and professional development activities relevant to the role.
- To undertake other duties, as required, which are commensurate with the grade of the post.

| Person Specification | |
|----------------------|------------------------------------|
| Job title: | Digital Marketing Executive |
| Department: | Marketing and Communications |

Highly Desirable criteria are the optimum skills and experience the applicant will ideally have. Desirable criteria are those which would add value to the job if present, and also include potential for growth and development into the role.

Skills and Abilities

Highly desirable:

- Strong CMS experience (e.g. Umbraco or similar).
- Ability to produce high-quality, consistent, and relevant content.
- Strong organisational skills with the ability to manage own workload.
- Creative approach to problem-solving and content development.
- Experience working with analytics tools (e.g. Google Analytics, Google Tag Manager, Bing).
- Excellent written and verbal communication skills, with the ability to adapt messaging for different audiences.

Desirable

- Experience in email marketing (design, targeting, reporting).
- Ability to work confidently through the medium of Welsh.

Knowledge

Highly desirable:

- Understanding of digital marketing and email marketing campaigns..
- Knowledge of data/analytics and its role in digital strategy.
- Familiarity with graphic design and video editing tools.

Desirable

- Awareness of accessibility standards and best practices for digital content.

Experience

Highly desirable:

- Experience managing or contributing to digital projects and campaigns.

Desirable:

- Experience using website tracking tools to analyse visitor behaviour and improve performance.

Training / Qualifications**Highly desirable**

- Degree in Marketing or a related subject, or equivalent experience.
- Experience working within Umbraco CMS
- Familiarity with Canva or equivalent online design tools.

Desirable:

- Membership of the Chartered Institute of Marketing (CIM)
- Experience with Adobe Creative Cloud (Illustrator, Photoshop, Premiere Pro, After Effects, InDesign, or equivalents).

Other Requirements**Highly desirable**

- Flexible and adaptable approach to work.
- Self-motivated and able to work with minimal supervision.
- Reliable, punctual, and collaborative.

Desirable:

- Experience of working in a fast-paced team environment

| Telerau ac Amodau Gwasanaeth | | Terms and Conditions of Service | |
|---|--|---|---------|
| Teitl y Swydd: Job Title: | Swyddog Gweithredol Marchnata Digidol / Digital Marketing Executive | | |
| Cyflog: Salary: | £32,046 - £34,107 y flwyddyn/ per annum | Gradd: Grade: | Grade 6 |
| Gwyliau Blynnyddol: Annual Leave: | 25 Diwrnod y flwyddyn. Mae CBAC yn caniatáu 16 o ddyddiau statudol/ychwanegol o wyliau yn ogystal ar hyn o bryd. 25 Days per annum. In addition, the WJEC currently allows 16 statutory / additional holidays | | |
| Pensiwn: Pension: | Gweithredir darpariaeth y Ddeddf Bensiwn Llywodraeth Leol The provision of the Local Government Superannuation Act apply | | |
| Math o Gytundeb: | | Contract Type: | |
| <input type="checkbox"/> Llawn-amser / Full Time <input type="checkbox"/> Rhan-amser / Part Time <input checked="" type="checkbox"/> Llawn-amser Tymor Cyfyngedig / Full Time Limited Term <input type="checkbox"/> Rhan-amser Tymor Cyfyngedig / Part Time Limited Term | | Nifer yr oriau yr wythnos No of hrs per week Diwedd y Tymor End of Term 31 Hydref/ October 2026 Diwedd y Tymor End of Term Nifer yr oriau yr wythnos No of hrs per week 36.5 | |
| Dull Ymgeisio: | | Method of Application: | |
| Dylid anfon ffurflenni wedi'u llenwi ar e-bost at ad@cbac.co.uk erbyn 23:59, dydd Mawrth 14 Hydref 2025 . Completed forms should be sent by email to hr@wjec.co.uk by 23:59, Tuesday 14 October 2025 . | | | |