

## Digital Marketing Manager

### Job description

#### Purpose Summary

To be responsible for managing all brand communications through digital channels, setting up, selling and executing a vision, from delivering stand alone projects to integrated campaigns, developing brand presence, tracking online and delivering brand email. The Digital Marketing Manager will be responsible for delivering the digital brand objectives.

The key areas of responsibility for the Digital Marketing Manager include:

- Digital Marketing
- Customer Service
- Teamwork
- Knowledge

#### Principal Responsibilities

##### Digital Marketing

- To be responsible for developing, executing and delivering the company's digital / online marketing strategy, planning and budget to include online, new media, web, e-commerce and SEO to drive the business forwards through key marketing channels.
- To be responsible for managing online branding, communications and campaigns through the company website, email marketing, building the online community, attracting new customers, search engine optimisation, and search marketing.
- To review technologies and explore new developments in the digital landscape to find ways to more effectively deliver the communication and business objectives.
- To be responsible for managing all communications to drive leads and ensure through gap analysis, appropriate support to correct performance within cost effective targets.
- To be responsible for improving the design, usability, content and conversion points of the company website and for the promotion and growth of the company's web properties.
- To work with the Business Development Manager to plan and implement all online marketing campaigns including digital campaign collateral
- To be responsible for the smooth running and completion of projects across site builds, online advertising, social media, maximising online sales opportunities and search marketing.

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- To be responsible for identifying and prioritising digital marketing objectives, creating and communicating Marketing targets / briefs.
- To review the performance of all sites and for campaign reporting to ensure that revenue and costs per acquisition are managed and to ensure delivery of ROI
- To develop and execute solid plans to increase page views, unique visitors, dwell time and site 'stickiness' to encourage repeat usage.
- To analyse campaigns, identify trends and provide fast, accurate reports, optimising campaigns to produce the best return on investment for the organisation.
- To implement and monitor SEO and PPC strategy to drive traffic and conversion rates
- To analyse and interpret user journey stats in order to improve the customer experience
- To manage the use of digital media to support the company's product strategy
- To manage a programme of webinars to support the overall communications plan
- To work with the wider Business Development team to improve customer attraction and retention
- To take responsibility for managing significant digital marketing projects ensuring that they are delivered within budget and scope
- To be responsible for managing the online marketing budget
- To develop and maintain strong relationships with colleagues and third party providers.
- To drive marketing best practice within the organisation

## Customer Service

- To provide professional and effective services to internal and / or external customers, to meet customer expectations, particularly in terms of Quality and Timeliness in line with departmental standards, procedures and guidelines.
- To communicate courteously with internal and / or external customers by telephone, email and fact to face, building positive relationships, investigating, responding to and progressing issues and queries to a successful conclusion at the earliest time.
- To speak positively and enthusiastically about the company and its products and services to ensure that a professional company and brand image is provided at all times to customers and colleagues.

## Teamwork

- To work as part of a wider team to drive traffic to the website
- To work as part of a team to achieve the departmental standards.
- To work together with other departments and divisions within the organisation to identify any process improvements and improve standards, efficiency and profitability.

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### Knowledge

- To ensure that a good level of understanding and knowledge of organisations products and services, which is improved and maintained at all times, ensuring that customer queries can be dealt with accurately and appropriately and supported by the department.
- To take responsibility for own personal development in line with agreed annual performance objectives.
- To be willing to listen to and support colleagues and team members with professional problems, devoting time to impart expertise, infusing confidence and expressing positive expectations regarding the team's and company's performance.
- Such other duties as the management may from time to time reasonably require.

### Reporting

Department: Business Development

Location: Bourne End

Reports to: Business Development Manager

Responsible for: N/A

### Key Interfaces

Dealing with internal customers, external customers and third party suppliers.

### Dimensions / Budgets

The department consists of Marketing and Customer Relationship team members, based at Bourne End and Field based.

### Knowledge, Experience and Qualifications

#### Essential Skills

Proven experience in digital marketing and online PR in an agency or consumer branding environment

Strong understanding the digital landscape and how it can be used to support and develop the brand

Good experience and understanding of customer and market dynamics and requirements

Experience of digital content management

Familiarity with brand marketing sites

Excellent copywriting skills

Search engine experience, including the ability to generate inbound links from the internet

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Proficiency using tools to track and report on response rates, traffic and pick up

Broader digital marketing skills encompassing keyword generation, PPC marketing and banner advertising

Experience of campaign management eg Google AdWords, AdMob, Email

Experience of budgeting, reporting and analysis (Excel)

A good working knowledge of web analytics, Photoshop and Dreamweaver ideal but not essential

Understanding of the principles of design for digital communications

Ability to interpret brand parameters and goals and set up a vision for achieving them through communication vehicles, sell this vision, and execute it

### Competencies Required

Positive work ethic with a willingness to engage with and love our brand

Excellent communication skills

Good project management skills

Strong analytical skills, numerical skills and a good knowledge of Excel

Good relationship management skills and a good team player

Creative flair and enthusiasm for new ideas and concepts

Commercial awareness

Confident, passionate and enthusiastic attitude

### Qualification

Preferably educated to degree level or equivalent (Business / Marketing preferred)

CIM Marketing qualification preferable

Expertise in digital marketing

*This job description describes the principal purpose and main elements of the job. It is a guide to the nature and main duties of the job as they exist currently, but it is not intended as a wholly comprehensive or permanent schedule and is not part of the contract of employment.*