



## DIGITAL MARKETING MANAGER

We are looking for an experienced Digital Marketing Manager to join our team to help support a growing roster of regional clients and projects.

As a Digital Marketing Manager you will be responsible for planning, implementing and monitoring our digital marketing campaigns across brands and networks to increase consumer engagement and deliver measurable financial results. With a strong grasp on current marketing tools and strategies and the ability to lead integrated digital marketing campaigns from concept to execution, you'll need an entrepreneurial spirit and a passion for all things digital to manage multiple projects at any given time and operate within a custom-built performance matrix to succeed in this role.

### **Responsibilities**

- Develop and oversee the implementation of multi-channel digital marketing strategies, including social media advertising, email marketing, display ads, search engine optimisation, search engine marketing and pay per click
- Management and monitoring of campaign budgets, optimising and scaling paid media to drive efficient customer acquisition and maximise return on ad spend
- Work with Brand Managers to identify key growth opportunities and prioritise initiatives based on market trends, customer insights and competitive analysis
- Measure and report performance of all digital marketing campaigns and assets against goals (ROI and KPIs)
- Monitor social listening tools and channels to provide regular guidance on trends, topical content, and brand-specific consumer interests and collaborate with wider team on integration of the same within content and campaign plans
- Deliver monthly social media reporting for brands with recommendations based on above insights

- Collaborate with wider team on client website projects, leading SEO efforts and optimising sites for a great user experience
- Work closely with Brand Managers on new product/service launches and updates to identify innovative growth strategies, create landing pages and optimise user funnels
- Evaluate emerging technologies and identify best practice digital programmes, providing regular thought leaderships and perspective on adoption
- Attend planning calls with clients and weekly digital status meetings with brand teams/agencies

### **Qualifications**

- Bachelor's degree in Marketing, Business, Communications, or related field
- Minimum of 5 years work experience in digital marketing
- Experience in setting up and optimising Google AdWords, Meta, and/or LinkedIn Campaign Manager campaigns
- In-depth knowledge of email content management systems, CRM and loyalty programmes and campaigns
- Expertise with SEO, PPC and SEM, and analytical tools for marketers, such as Google Analytics and Semrush
- Knowledge of working with Hubspot, Hootsuite, Later and/or Asana
- Experience in A/B testing and continuous optimisation a plus
- Bonus: working knowledge of HTML, CSS and JavaScript development and constraints

### **Traits**

- **Detail-oriented:** You can spot a typo a mile away, diligent with formatting, double checks everything twice and never forgets or misses a deadline
- **Self-starter:** You make it happen. You are exhilarated by the opportunity to own entire projects and assignments and you feel totally comfortable being autonomous
- **Creative:** You love coming up with new and experiential ways for everything from content creation and data reporting to company outings and team socials

- **Efficient:** You are hands-on, can jump in mid-way or take projects from the beginning. You are able to work quickly without sacrificing work quality
- **High Standards:** You expect personal performance and team performance to be nothing short of the best
- **Adaptability:** You adjust quickly to changing priorities and cope effectively with complexity and change

## **Benefits**

- Competitive salary
- Work from home Fridays (supporting our mission towards a 4-day work week 😊)
- Flexi work schedules (no 9-to-5pm here!)
- Ability to work remote two times per year for a maximum of 5 days
- 15 days paid vacation, plus one personal day to be used as desired
- Full healthcare with Britcay, plus dental and vision