

## DIGITAL MARKETING MANAGER

Are you a passionate, self-motivated and creative marketing professional with extensive digital marketing experience? This is a unique opportunity for a hands-on Digital Marketing Manager to join us to support our ambitious growth plans and deliver our marketing strategy, develop and implement campaigns across all digital channels and help build new audiences both nationally and internationally.

We are an ambitious, forward-thinking business support organisation that offers membership, international trade services, events, training and wider support to the business community. We are looking to grow and diversify to support businesses in an ever-changing world. The Digital Marketing Manager will play a critical role within this.

### JOB DESCRIPTION

**Reporting to:** Chief Executive

**Managing:** Marketing Executive

#### KEY RESPONSIBILITIES

- Lead our marketing, working with our marketing executive
- Design and implement marketing plans to deliver our strategy and generate opportunities
- Create and manage content for our channels including social media, website, newsletters, video and magazine
- Track sales and digital channel performance against KPI's
- Analyse business and industry trends
- Create and present regular performance reports at board level
- Attend events and meetings as required

#### KPI's WILL INCLUDE

- Increase our social media audience
- Increase our e-mail database
- Build website traffic
- Increase inbound enquiries
- Improve bounce rates

#### PERSON SPECIFICATION

##### Personal skills

- Must be a strong team player with a hands-on approach
- A proven track record in digital marketing
- Pro-active and able to use own initiative
- Presentable with a professional manner and attitude and confident personality
- Aptitude for developing good working relationships

##### Experience and qualifications

- A recognised professional marketing qualification is essential
- Proven experience in managing people
- Minimum of 3 years' experience in a senior marketing role
- Highly developed organisational skills

- Strong IT skills including CRM
- Experience with Google Analytics or similar
- Some coding knowledge is desirable but not essential
- Experience using Content Management Systems
- Experience using social media to deliver results
- Good copywriting skills

**Other requirements**

- Able to travel and attend events or meetings off-site as required
- Access to vehicle with valid driving license essential
- Will need to be flexible on hours occasionally

**WHY WORK FOR US?**

- Salary from £40,000 to £43,000 depending on experience
- Monday to Friday 8.30am to 4.30pm, 37.5 hours per week (out of hours work required on request)
- Office based during probation, option for some flexibility for hybrid working after
- 25 days per annum holiday plus Bank holidays
- Pension after probation 4% employee, 8% company and death in service 2 times salary
- Occasional sponsored company nights out and Christmas party
- Modern, bright, friendly office environment
- Dress for diary dress code
- Tea, coffee and fruit supplied