

JOB DESCRIPTION and PERSON SPECIFICATION

JOB DESCRIPTION	
Job Title:	Digital Marketing Manager
Team:	Marketing & Communications
Reports to:	Head of Marketing & Communications
Scope:	<p>This role sits within Marketing and Communications but will work with the wider growth team, supporting teams (such as web developers), to promote Achieve together and its sub brands, launch and optimise websites, digital marketing, social media channels, online directories including Google business listings, and email marketing campaigns. Developing links with our customer contact centre to CRM, the postholder will enable campaigns to run on time and on budget that drive up enquiries and goal completions through to our referrals team . A strong understanding and application of analytics across all of these platforms will be central to this role.</p>
Accountabilities:	<ul style="list-style-type: none"> • Design, develop and maintain our websites and social media presence • Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media, and display advertising campaigns • Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs) • Identify trends and insights, and optimise spend and performance based on the insights • Establish best practices in digital marketing • Brainstorm new and creative growth strategies • Plan, execute, and measure experiments and conversion tests • Collaborate with internal teams to create landing pages and optimize user experience • Utilise strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points • Instrument conversion points and optimise the customer journey • Collaborate and project manage digital marketing activity with agencies and other vendor partners • Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
Specific Requirements:	<ul style="list-style-type: none"> • Develop, implement, track, and optimise our digital marketing presence and campaigns across all digital channels . • Use of web technologies to achieve our business growth goals and identify needs, new opportunities and aspire to increase brand awareness. • Effectively connect our brand with our online customers.

	<ul style="list-style-type: none"> • Strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. • Can take a brief / vision from marketing manager peer group and turn it into a reality on a webpage. • Confidence to lead the team's upskilling of digital marketing knowledge to enhance the overall function's competences.
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PERSON SPECIFICATION	
Knowledge:	<ul style="list-style-type: none"> • Proven work experience as a Digital marketing strategist or Digital marketing manager • Demonstrable experience with SEO/SEM and CRM software, marketing database, email, social media and/or display advertising campaigns • Experience implementing and optimizing Google AdWords campaigns • Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate. • Hands on experience with online marketing tools and practices • Familiarity with web design and HTML, CSS, and JavaScript development and constraints • Excellent verbal and written communication skills • Strong analytical and project management skills • Experience in optimising landing pages and customer journeys • Solid knowledge of website analytics tools (e.g., Google Analytics, HotJar, SEMrush, Lead feeder, NetInsight, Omniture, WebTrends and the suite of applicable Google products for optimising digital marketing) • Working knowledge of ad serving tools (e.g., DART, Atlas) • Up to date with the latest trends and best practices in online marketing and measurement • Understands the technical language of website management & SEO to enable strong and clear briefs to other stakeholders who may or may not be technically qualified in these areas. • Equally competent in technical and UX/brand elements that combine to create an excellent web presence.
Competencies:	<ul style="list-style-type: none"> • Creative • Hands-on • Self-led, with ability to work in a remote team • Build strong relations both internal and external • Data driven and analytical • Strong attention to detail • Ability to manage multiple tasks at any one time

	<ul style="list-style-type: none">• Enjoys a fast-paced environment• Solutions focussed and resourceful to make things happen• Always looking for better ways of doing things , unprompted• Leadership – being a digital figurehead
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