

Job Profile

Job Title:	Digital Marketing Manager
Job Location:	Macmerry (Remote working available) (F/T or P/T)
Department:	Marketing
Reporting to:	COO/MWA(Maggie Wright Associates) (will be CMO)
Job Purpose:	Develop, implement, track and optimize digital marketing campaigns across all digital channels both covering the UK and International platforms. Assist with scope, planning, budgeting, definition and initiation of digital accounts and projects.

Responsibilities

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Mapping new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experiences
- Communicate with account and development teams to plan projects within budget
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Map customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners when required
- Evaluate emerging technologies and provide comparisons to current tools
- Provide thought leadership and perspective for adoption where appropriate
- Present concepts and stats to internal teams with ease.
- Help grow the team and seek out new relationships with contractors when required
- Alongside Sunamp marketing consultant and sub-contractors, provide project management of digital files to create reports
- Develop and maintain effective relationships with key contacts
- Delivery of financial reporting and forecasting to senior team members and other stakeholders
- Work with Marketing consultant and IT teams on improvements of digital systems
- Testing and quality management
- Configuration management
- Utilize strong analytical ability to evaluate end-to-end

Skills

- Excellent Communication Skills
- Digital Systems Experience
- Excellent Relationship and Stakeholder Skills
- Ability to Manage Workloads
- Experience Working on Multiple Projects
- Ability to Explain Complex Matters in Layman's Terms
- Willingness to Take Direction from Senior Members
- Data Analysis
- A willingness to understand the HVAC industry

Qualification

- BS/MS degree in marketing or related field
- Proven working experience in digital marketing with a sound portfolio of successful projects.
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid Understanding of Systems Such as PHP, Python, etc

Basis and Values:

- Able to respect the basis of, and work with, our values, showing a commitment to, and understanding of the Sunamp Ltd culture.

This role profile outlines the current main responsibilities of the post. However the duties of the post may change and develop over time and this role profile may, be amended in consultation with the post holder.