



Job Title: Digital Marketing Manager
Reporting to: Head of Marketing
Contract period: Full time contract

Job Purpose:

If you live and breathe digital marketing, we want to talk to you. We are looking for a Digital Marketing Manager to develop, implement, track and optimize our digital marketing campaigns across all platforms. Reporting into the Head of Marketing you will be responsible for one Digital Marketing Assistant.

Responsibilities:

- Work with the Head of Marketing on the digital marketing strategy to build our social media presence across existing and new channels, drive more engagement and conversion. Proactively propose new social media marketing channels and new techniques across existing channels to drive more engagement across this important medium
- Manage the IBC event website. This includes SEO, Google goal conversion and Google E-commerce tracking. Collaborate with internal teams to create landing pages, report on user journey analysis and optimize user experience
- Lead the implementation of a community news website, working with the Head of Marketing and external partners to launch this new platform effectively and grow the audience. Working with internal teams and an agency to optimize the design and layout of this site. Setting up gated sections of website and gated rules. Pushing IBC's content across social media, with particular focus on video content
- Manage the marketing all IBC webinars and whitepaper campaigns including client reporting
- Responsible for all organic social media marketing activity including scheduling, managing messaging, refining messages to the appropriate medium / situation, and analysis
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs), including providing weekly digital marketing updates to the business
- Manage all PPC campaigns on Google Adwords, Bing and other Microsoft platforms and across all social networks. Identify trends and insights, and optimize spend and performance based on the insights, planning, and executing measured experiments and conversion tests
- Explore and develop new digital marketing tools and train the Digital Marketing Assistant and wider marketing team.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Grow IBCs social following across all social channels, using tools to do this as required.
- Evaluate emerging technologies, collaborating with agencies and other vendor partners and provide thought leadership and perspective for adoption where appropriate

Person Specification:

Essential

- Degree / CIM educated with proven working experience in digital marketing for 6-8+ years
- Knowledge of pushing video content across social media effectively
- Experience in optimising landing pages and user funnels and A/B and multivariate experiments
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Demonstrable experience of using social listening tools

Desirable

- Basic understanding of Java Script / CSS code
- Experience of setting up and building an App working with an App development company desirable.
- Experience of managing another member of staff desirable

Skills:

- Expert user of Google Analytics – all features
- Expert user of Google Adwords and Facebook advertising including tracking
- Expert user of EDP platform with demonstrable knowledge of building email automation campaigns
- Basic understanding and use of HTML code
- InDesign / Photoshop basic skills



Key core competencies

<p>Commerciality & strategic agility</p>	<ul style="list-style-type: none"> • Communicates and discusses financial and strategic information with confidence and clarity internally and externally • Critically evaluates financial and commercial risks and opportunities, and strategic information. Uses IBC and industry expertise to advise on business-case validation beyond basic ROI. • Effectively states, recommends and justifies a change in strategic direction • Relates all activities and objectives to the stated IBC strategy and other IBC business areas. • Develops and implements own business-area strategies to deliver IBC's strategic goals • Allocates resources and effort according to strategic priorities
<p>Driving results and creating solutions</p>	<ul style="list-style-type: none"> • Creates an atmosphere that motivates and gains commitment from team members to achieve the business strategy • Acts as a role model for IBC - demonstrably 'goes the extra mile' • Identifies and stays focused on the delivery of key projects and priorities Eliminates unnecessary bureaucracy, striving for clarity and simplicity • Drives for high quality and timely decisions despite resistance and /or uncertainty • Is prepared to review and discuss decisions by evaluating the merit of new information • Generates commitment by involving key influencers and teams in the decision-making and problem- solving processes
<p>Leadership and managing performance</p>	<ul style="list-style-type: none"> • Promotes a culture that values and rewards personal development, celebrates successes and builds enthusiasm, trust, confidence and optimism • Focuses on the development of own and direct reports' leadership capability • Addresses any conflict in a timely and sensitive manner, focusing on outcomes in line with client and business objectives • Identifies development and capability needs and trends across own business area and successfully implements appropriate solutions

Collaboration and inspiring change	<ul style="list-style-type: none"> • Takes responsibility and supports others to generate and build a broad base of support amongst key influencers to enhance delivery to clients • Proactively shares key knowledge and learning, and builds agreement amongst others • Identifies and breaks down organisational barriers to effective team working and cross business-area collaboration to support the achievement of strategic goals • Develops structures, processes and reward mechanisms that encourage a 'one team' attitude and behaviour
Client focus and communication	<ul style="list-style-type: none"> • Actively and continually encourages others to question and proactively improve processes and levels of service to meet client needs • Identifies, implements and reviews changes to business processes or direction to ensure service excellence and deliver value • Conveys personal conviction and enthusiasm for ideas and proposals • Presents effectively to internal and/or external senior clients aiming to influence - clear, concise, confident • Ensures that messages and important information are understood throughout the business
Applying expertise, awareness and innovation	<ul style="list-style-type: none"> • Seeks and introduces perspectives of new market and business best practice to team and/or peers/manager • Supports experimentation and prudent risk-taking to promote effective change and/or innovation Identifies and removes barriers to change and/or new ideas/ continual improvement • Identifies and addresses the impact of change on own business area and provides support to other areas during change • Anticipates market reactions to IBC's strategy within own area • Ensures that own business area maintains a high level of awareness of significant developments in IBC's sector and business environment • Reacts quickly and effectively to market changes