

JOB DESCRIPTION

Job Title: Digital Marketing Manager
Grade: 3
Salary: circa £43k
Department: Marketing & Communications
Directorate: HR, Marketing and Communications
Location: Birdcage Walk, central London
Responsible to: Head of Marketing & Communications

Key Relationships:
Internal: All internal directorates
External: Digital agencies

DESCRIPTION OF DUTIES

Overall Purpose

This role will be responsible for supporting the development of the online proposition and digital marketing activities and managing the email marketing channel.

KEY PERFORMANCE AREAS

Work closely with proposition owners across the business to develop and deliver customer focused digital services that meet the needs and expectations of customers and provide an integrated and joined up online customer experience.

Support the development of the online customer experience across all digital touch points and ensuring that digital best practice is followed and the organisation keeps pace with rapidly changing technologies and customer expectations.

Work with IT and the proposition owners to develop requirements that will drive development of the proposition.

Brief internal and external IT resources and support the project management of the development process through to completion, ensuring effective and timely delivery.

Manage the digital marketing executive and oversee their management of the email marketing channel, reporting and analysis and general digital marketing support.

Devise digital marketing strategies, including test and learn strategies for the various business areas and support the various marketing teams with their digital marketing needs.

Conduct campaign and channel analysis and evaluation, including the digital dashboard, and provide advice on best practice.

Play a leading role in the development of a new CRM, attending workshops, reviewing specifications and providing advice and guidance on best practice and leading on the user experience.

Act as a champion of the digital customer experience, providing consultative support to the business and driving up standards of online delivery and engagement.

Manage the design and development of user experiences across the organisation's digital platforms.

Understand customer needs and business objectives to help create best in class user journeys.

Regularly review and refine the UX (user experience) to ensure optimal performance to better meet our customers' needs.

Stay on top of digital trends and look for opportunities to innovate in order to delight our customers.

Since job descriptions cannot be exhaustive, the post-holder may be required to undertake other duties which are broadly in line with above key responsibilities.

The post-holder is expected to observe and comply with all IMechE policies and regulations, for example Health and Safety, Data Protection and Equal Opportunities etc.

KEY ATTRIBUTES / PERSON SPECIFICATION

Essential:

Significant experience of managing the development of multi-channel digital customer experiences.

Substantial experience of working with proposition owners and IT development resources to deliver an online customer experience that meets user expectations.

Good experience of interpreting customer needs and business objectives to produce detailed requirements that can be used to drive IT development.

Good experience of developing and delivering digital marketing strategies, including search pay per click (PPC), display advertising and paid social advertising.

Significant experience of project managing complex system developments with multiple stakeholders.

Significant experience of CRM and in particular, email marketing, to drive customer engagement and response.

Experience of digital analysis and reporting, including Google Ads, Google Analytics, WebTrends (preferable) and email marketing analytics.

Demonstrable customer focused skills with a commitment to understanding and delivering customer expectations.

Able to work flexibly while protecting the customer experience.

Excellent skills and knowledge of developing market ready digital products and services.

Proven project management skills with experience of delivering projects to a high standard and on time.

Ability to understand customer behaviour across digital channels and be proactive in identifying opportunities to improve the customer experience.

Experienced at building collaborative relationships and listening to others.

A broad knowledge and understanding of digital marketing techniques.

Previous staff management experience.

Professional and personal integrity with the ability to make rational, realistic and sound decisions.

Ability to remain calm and objective at all times, whilst working to tight deadlines and working on numerous projects.

E-literate and competent in developing, administering and using PC and associated networks and systems (e.g. Microsoft Office), to acquire, manipulate and disseminate information.

Preferable:

Experience of delivering an integrated digital customer experience for organisations with multi layered propositions and a highly segmented customer base.

Experience of running digital marketing campaigns, including email, search, social and digital advertising.

Other:

Committed to the IMechE's Vision and Values.

Takes responsibility for his/her own self-development and for identifying any additional training needs.

Date approved:

March 2019
