

Digital Marketing Manager



Location: Manchester

Reporting to: Head of Marketing

The Mission: To create a digitally focused activity plan focused on lead generation, creating nurture and persona-based campaigns to target global businesses promoting the benefits of digital adoption solutions.

Outcomes:

- Successful creation and delivery of an integrated marketing plan and campaign calendar to support business objectives
- Subject matter expert the field of B2B marketing and campaign management, with a focus and obsession with demand generation and outcomes
- Tracked activity for all campaigns, including full analysis of results and management of scorecard
- Responsible for creation, and execution of email nurture campaigns, managing our digital advertising, PPC, SEO activity and management of AppLearn's web development agency.

Responsibilities

- Define, initiate and implement an integrated marketing campaign plan focused on demand generation
- Management of all leads ensuring data integrity and full visibility of leads, marketing influenced leads (MQLs) and marketing influenced opportunities
- Management of the AppLearn website, maintaining a roadmap of improvements, managing the design and development and ensuring the site is fully optimised for conversion.
- Email nurture strategy to promote content and messages to target personas and verticals
- Planning and execution of quarterly customer and partner newsletters and webinars, as well as prospect thought leadership and demand generating campaigns.
- Provide a comprehensive reporting function that ensures all marketing activity is tracked and analysed against KPIs to provide insight and recommendations
- Creation of lead forecast for all activity channels including email, online advertising, social media, events, webinars and gated content downloads.
- Creation of the marketing calendar including awards, activities, events, setting delivery deadlines and ensuring communication of the plan with sales
- Management of PPC, SEO and social activity, working closely with the content marketing manager for content.

Competences

Communication

Speaks and writes clearly and articulately without being overly verbose or talkative

Ownership

Clear grip of marketing tasks, with in-depth knowledge of the numbers, translating data into meaningful recommendations.

Building Relationships

Able to identify and initiate working relationships and develop and maintain them

Organisation and Planning

Plans, organises, schedules and budgets in an efficient, productive manner. Focuses on key priorities and manages own workload. Calm under pressure.

Flexibility & Adaptability

Adjusts quickly to changing priorities and conditions. Copes effectively with change, with a positive attitude to problem solving.

Creativity & Innovation

Creates new ideas and innovative approaches to problems.