

*We're Hiring!*

**Digital Marketing Manager**

Posted: 19 June 2020

**My Bright Digital** is on the lookout for a highly skilled, talented team player to be part of our awesome agency.

## What we're looking for...

We're looking for an experienced, talented and highly organised Digital Marketing Manager to join our friendly, fast-paced agency. You'll form a valuable part of our team and work with clients across a range of sectors – including fitness, education, health and wellbeing, telecoms and law.

Our approach is to build trusting, long-lasting relationships with our clients and to work in partnership to achieve their goals. You'll play a key role in building those strong relationships and will take the lead on a portfolio of accounts - developing and implementing digital marketing strategies and solutions across multiple channels. You'll need to be outcomes-focussed and genuinely care about achieving the best results for your clients.

You should have excellent communication and content creation skills along with a keen understanding of how to use of audience insights to create engaging content. You'll possess strong analytical skills and be able to showcase the success of your work through regular reports and data analysis.

Above all, you'll be a self-starter who has the ability to be both hands-on and strategic and enjoys being part of a small, friendly team.



# Who we are

We are a small, but rapidly growing, digital marketing agency with bases in London and Shrewsbury. We have clients from across Europe, in a whole host of sectors, so our work is never dull.

We're a nimble and dynamic agency - keen to be ahead of the curve and find new solutions to old problems, so there's plenty of potential for talented individuals to make their mark, develop their expertise and explore other areas of interest.

We care about our team and strive to create a culture where everyone feels valued, inspired by their work and able to contribute to our direction of travel. We care about the companies we work with and approach them as partners, rather than as clients. As a result, we tend to work with people long-term.

We're passionate about digital technology and we have big ambitions for the next few years. We're now seeking someone who shares our passion and our ethos to join us at a senior level for our next exciting phase of growth.

We can't wait to meet you.

# Day to Day

On an almost daily basis, you'll be responsible for:

- Leading and managing a portfolio of client accounts. You'll build strong relationships with those clients and own the digital marketing strategy for them.
- Creating and implementing successful multi-channel digital marketing campaigns including paid media, social media, SEO and content marketing.
- Using your creative skills to produce engaging and impactful campaign copy, marketing materials and digital assets.
- Regular optimisation of all paid search and paid social campaigns for our clients, providing analysis and recommendations for improvement.
- Managing the SEO performance of our clients' websites by optimising on-page elements, including content and META details.
- Creating weekly and monthly reports for our digital marketing clients, as required and providing analysis and recommendations for improvement.
- Managing a team of freelancers and external agencies.
- Preparing and delivering new business pitches.
- Spotting opportunities for growth and contributing to the agency's business development.
- Keeping up to date with digital trends.
- Attending key meetings with the CEO and Operations Director, as required.

# You are someone who has:

## Knowledge and skills:

- A minimum of five years' experience working in a digital marketing role, ideally with agency experience.
- Proven experience in managing end-to-end, successful digital marketing campaigns.
- Strong writing ability, particularly in relation to creating copy for digital content.
- Strong creative skills, ideally with some experience of Adobe or similar.
- Extensive knowledge of SEO principles, both on-page and technical.
- Extensive paid media knowledge across PPC and paid social.
- Solid analytical skills with knowledge and experience of tracking and reporting tools such as Google Analytics, Google Ads, Google Search Console and SEMRush.
- Experience of using a range of CMS systems.
- Excellent verbal and written communication skills.
- Experience in a client-facing role.
- Experience of managing external suppliers, sub-contractors or freelancers.
- Excellent time management skills with the ability to multi-task and use your own initiative.

## Attributes:

- A passion for digital marketing, self-motivated and keen to learn.
- Ability to think creatively and problem solve.
- Ability to be both hands-on and strategic.
- A keen eye for detail and ability to produce consistently high-quality, accurate work.
- Collaborative team player who is happy being a part of a small team.
- A customer-focussed attitude.

## **You might also have (though it's not essential):**

- Experience in a senior-level marketing role.
- A digital marketing qualification.
- A Google Adwords qualification.
- Project management experience or qualification.
- Understanding of HTML and CSS.



# Role details

(The important stuff)

**Job title:** Digital Marketing Manager

**Reporting to:** Operations Director

**Hours:** Monday – Friday, 37.5 hours per week

**Salary:** £30,000 - £35,000 p.a. (dependent on experience)

**Location:** Flexible location/ home-based

**Contract:** 12 months, with opportunity to extend

**Holidays:** 25 days per annum, plus bank holidays and an extra day off on your birthday.

**Keep on learning:** We believe that there's always an opportunity to learn and get better at your job. That's why we support personal development opportunities such as industry conferences and training.

# How to Apply

# Think you're the Digital Marketing Manager we're looking for?

Send us your CV, along with a covering letter setting out how you meet the role description to: [helen@mybrightdigital.com](mailto:helen@mybrightdigital.com).

## The Process

So you'll have an idea of what's next, here are approximate dates:

- **Deadline for applications:** 10 July 2020
- **Reviewing applications:** 13 - 20 July 2020
- **Interviews:** Starting 24 July

# Contact

If you have any questions or you'd like to clarify something, get in touch with us.

Email us at [helen@mybrightdigital.com](mailto:helen@mybrightdigital.com)