

Job Specification

Job role: Digital Marketing & Website Manager

Reporting to: Chief Marketing Officer

Location: Reading, UK

Overview:

As a Digital Marketing and Website Manager, you will be responsible for devising strategy and leading the growth and development of the organisation's Digital culture.

You will be developing the company's website, digital and email strategy to help increase traffic and build engagement / conversion. You will have the opportunity to really make a difference and have an instant impact.

Responsibilities:

You'll be expected to:

- Devise strategies to drive online traffic to the company website, create goals and benchmarks to meet
- Track conversion rates and make relevant improvements to the website to increase performance
- Manage the ongoing development of the website; optimise website and social media channels for SEO as well as usability
- Develop, evaluate and oversee the implementation of A/B testing
- Create and upload copy and images, drive design of website banners / web visuals etc., working with our external design agency
- Utilise a range of techniques including paid search, SEO etc.
- Conduct keyword research and web statistics reporting
- Develop and manage digital marketing campaigns
- Manage online brand and product campaigns to raise brand awareness
- Oversee the social media strategy for the company
- Evaluate customer research, market conditions and competitor data
- Responsibility for planning and budgetary control of all digital marketing
- Review new technologies and keep the company at the forefront of developments in digital marketing

Skills & Experience required:

Candidates should be able to demonstrate directly relevant experience including:

- Bachelor's Degree in Marketing or related field
- Previous experience in a similar digital marketing role
- Minimum of 3-5 years' experience in B2B digital marketing, SEO - optimising digital performance
- Excellent grasp of social media, website metrics and best practices
- Demonstrable experience with email marketing, lead generation, SEO, PPC and social media
- Advanced knowledge of HTML and CSS required
- Familiar with Drupal, the use of a source control system to control the release of enhancements in a controlled manner etc.
- Advanced Web Analytics experience
- Excellent presentation and reporting skills
- Project Management skills and project delivery excellence including maintenance of a prioritised and detailed roadmap for the website
- Able to drive and manage resources including web developers (internal and external), design agency etc.
- Able to interact and communicate with individuals at all levels of the organisation
- Driven, ambitious and tenacious
- Willing to be strategic and hands-on at the same time
- Someone who really wants to drive a small company forward and enables it to compete effectively with the 'big boys' online