

DIGITAL MARKETING MANAGER

Creative England and the Creative Industries Federation joined forces in 2020 and are now part of the Creative UK group. We are the network for the creative industries and we know that connection changes everything. Our overarching mission is to leverage the economic, social and cultural value of the UK's creative economy to build prosperity and bring communities together. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills.

An exciting opportunity has arisen to work alongside our Head of Brand and core brand team as a Digital Marketing Manager. This role is pivotal and plays a large part in our continued growth as an organisation. You will work closely with the team to supercharge our digital marketing campaigns, driving our brand through all communications and channels- maximising our reputation and reach amongst key audiences

We are an organisation with a very broad remit and this role provides an opportunity for an experienced marketer to shine and develop their career. As an expert in their field, our Digital Marketing Manager should be an analytical marketer who is driven by gathering and utilising data to influence campaigns and increase engagement. This is an exciting time to join our team in a role that offers you the opportunity make a real impact within the creative industries during a challenging time.

REPORTS TO: Head of Brand

LOCATION: UK wide

CONTRACT: Full time fixed-term 1 year renewable

SALARY: up to £35,000 subject to experience + benefits

TO APPLY: Email CV and cover letter* to jobs@creativeengland.co.uk by 29th March 2020. Interviews will take place by VC w/c 5th April 2021.

You also have the option to submit a short up to 3-min video to replace or compliment your cover letter. This should tell us why you are suited to the role, your motivations and anything else you'd like our panel to know!

KEY RESPONSIBILITIES

Lead on Creative UK's digital marketing strategy to deliver a strong online presence for the company; ensuring that our content connects with the right audiences using data-driven decision-making and that we deliver industry-leading digital marketing campaigns.

Lead on the content and user experience of the company website, devising strategies to drive online traffic and continuing to improve usability, design, content and conversion

Drive forward our written content strategy i.e. email communication to our audience databases, articles and blogs etc, ensuring consistent brand tone of voice

Responsible for audience mapping and content management planning across the company, developing a strategic and results-driven approach to content planning

Lead on the strategy for marketing data collection and management of marketing databases across the company, working closely with specialist marketing leads in all departments

Measure and report performance of all digital marketing outputs on a monthly basis, and assess against goals (ROI and KPIs) and drive data-driven decision making with regular analytics reviews

Developing, implementing, tracking and optimizing our digital marketing campaigns across all digital channels including web, SEO, social media and paid advertising

Manage online brand and service campaigns to raise awareness of the Creative UK portfolio of work and mission

Work collaboratively with colleagues across the organisation to develop a joined-up approach to all digital marketing work streams.

Review new technologies and keep the company at the forefront of developments in digital marketing

Provide editorial, creative and technical support to the wider organisation, ensuring consistent brand messaging is used across all business areas

Creation of branded content including assets and guidelines for all business areas

Coaching and line management of the Marketing Exec

Provide general support as required that may include:

- Cover for other members of the team when they are absent, acting as deputy to the Head of Brand
- Support in times of peak workload including corporate key moments and events

Required Experience, Knowledge and Skills:

- Demonstrable experience leading and managing SEO, marketing database, social media and/or paid advertising campaigns
- Solid knowledge of CRM, website and social media analytics tools (e.g., Google Analytics, Hubspot, Salesforce, Wordpress)
- Strong copywriting and creative writing skills
- Strong analytical skills and data-driven thinking
- Previous line management experience
- Understanding of brand identity, tone, audience, objectives, and designing content that fits
- High level of organisation and attention to detail
- Personable and quick to build strong and positive relationships with various stakeholders

Personal Qualities:

- Knowledgeable – a good knowledge and keen interest in the creative industries, public arts and cultural sectors.
- Skilled communicator – exceptional written and verbal communication skills, the ability to build a consistent brand story that will engage the desired audiences
- Positive, hard-working and enthusiastic – outgoing, confident and keen to contribute to a productive team environment at a very fast and demanding pace
- Analytical– an ability to extract meaning from data and use this information to develop marketing strategies
- Reliable – with an ability to adapt to constantly developing circumstances and challenges and able to prioritise effectively.
- Leadership- the ability to motivate others and ensure tasks are completed well and on time
- Committed to equality and diversity
- Keen attention to detail and accuracy- particularly when producing branded content, reports and providing statistical data

This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing