

ROLE PROFILE

Role Title	Digital Marketing Manager	Location	Bristol/London/Flexible
Business Unit	5100510017	Job Family	Marketing
Reports to Role Title	Marketing Director/Brand Manager	Sub Family	Brand Communications

PURPOSE

This is an exciting opportunity for a confident, organised and data-driven individual, who wants to be part of a fast-paced Marketing department. This position leads the digital brand marketing activity within Matthew Clark, in support of the digital transformation process, eCommerce sales growth and yearly marketing plans.

It requires a creative and experienced marketer, that's able to build and convert a digital audience through web, social, paid and email. Requiring a confident and passionate individual that's equally adept creating content (blogs, advertisements, video, audio etc.) as they are reviewing analytics data.

CORE ACCOUNTABILITIES

Increase Matthew Clark's Online Visibility & Conversion

- Plan and implement inbound marketing (PPC, SEO, Social, Paid) activity
- Oversee continual improvement and platform development
- Act as the main point of contact for digital agencies (Ph. Creative)
- Run, review and experiment with CRO strategies
- Provide regular performance updates on MC and its competitors
- Support eCommerce activity through collaboration and coordination of marketing activity

Development and Delivery of Matthew Clark Content Strategy

- Create and implement a clear content plan in support of brand plan and objectives
- Prioritise the development of wine content to drive category share of voice
- Support the Trade Marketing teams in the delivery of supplier & category campaigns
- Oversee the content production process, from ideation to copy editing and publication
- Work with the design studio to produce design briefs for campaign and content assets
- Regularly review performance, and make required directional adjustments

Contribute to the Matthew Clark digital transformation programme

- Own, review and amend the digital marketing strategy for Matthew Clark
- Create, monitor and evaluate digital marketing KPIs and OKRs
- Highlight opportunities for improvement in systems and processes
- Input into brand marketing plans, and activate offline activity digitally
- Evaluate emerging technologies and provide a regular industry summary
- Build relationships with internal teams and externally with publications, suppliers and other bodies.

General

- Fully support the marketing team, ensuring that campaigns are well delivered and objectives met
- Ensure all work is delivered within budget and incremental income is being driven wherever possible
- Provide support to the Marketing events as required
- Work closely with Digital Marketing Executive, and support as required

KNOWLEDGE/ EXPERIENCE/ SKILLS

ESSENTIAL:

- Knowledge and experience of brand marketing
- Advanced knowledge and experience in managing digital media platforms
- Experience buying paid media and creating online advertising campaigns
- Strong analytics skills
- Strong editing and writing skills
- Creative and able to produce design briefs
- Strong communication skills
- Ability to think strategically
- Proactive approach to continuous improvement
- High levels of attention to detail
- Self-motivated
- Ability to build strong and effective business relationships

PREFERRED:

- Knowledge and experience of the drinks and hospitality trade
- Experience in project management

PROFESSIONAL QUALIFICATIONS & EDUCATION

- Relevant Degree
- Digital Marketing Qualification
- WSET Level 2 minimum

TECHNICAL/ BEHAVIOURAL/ PERSONAL COMPETENCIES

- Completer finisher
- Advocate of the company values
- High level of ability to organise self and others
- Ability to be pragmatic when required
- Empathetic
- Strong influencing skills
- Strong knowledge of the basic MS tools and MC systems

VALUES REQUIRED

Passion: Key to the success of driving a brand is to make others believe in it too and being able to demonstrate passion and belief in MC will be important

Agility: Where the role is concerned there will inevitably be changes in plans, stakeholders, objectives, execution so the role needs someone who can remain level headed and adapt to those situations quickly and without issues being created as a result

Team Work: As this role will require many touch points across the business, there is a real need to be able to work with different people and adapt the approach taken, accordingly. Where cross-overs in “task” exist a pragmatic positive attitude is needed to ensure the best from all concerned

Customer Focus and Excellence: Understanding our customers and their behaviours will drive the forward our digital transformation and success; focusing on that will be critical

BUSINESS SPECIFIC REQUIREMENTS (OPTIONAL SECTION)**OPERATING ENVIRONMENT & CONTEXT:**

There will be occasions when the individual will be expected to deliver work at short notice or in greater detail than initially thought so there is a real need to be able to work under the pressure that will inevitably come from this role

TRAVEL & OTHER REQUIREMENTS

From time to time there will be the requirement to travel within the UK to support events / team meetings and to stay away from home as a result

ROLE DIMENSIONS

No of Direct Reports		Financial Impact (Direct)	N/A
Total Team Size		Financial Impact (Indirect)	N/A
No of Locations	2	Other/ People Manager (yes/ no)	N/A

Back Office Use only:

Job Code		Reward Level		TW Grade	
Salary Survey Ref		Career Level		Date Created	
Salary Min		Salary Mid		Salary Max	