

## ROLE PROFILE

<b>Role title</b>	Digital Marketing Manager	<b>Location</b>	GB and Ireland
<b>Business unit</b>	Channel Strategy & Planning	<b>Job family</b>	
<b>Reports to role title</b>	Senior Digital Marketing Manager	<b>Sub family</b>	

### PURPOSE

Are you a passionate and ambitious digital marketer with an interest in drinks? We're looking for a focused and driven individual who wants to be part of a fast-paced marketing department for a leading national drinks company. This position will sit with the Digital Marketing Team within B2b Marketing, helping analyse, establish, and deliver growth-driven digital strategies for the C&C Route to Market brands (Matthew Clark, Bibendum, Tennent's Direct, Walker & Wodehouse) across our websites and social channels with a focus on SEO, PPC and paid social.

It requires an analytical yet creative individual with a flexible approach to problem-solving. The role will contribute to the goals and success of the B2B marketing team and requires someone that is excited by the potential for growth in the digital marketing space. This is a place for people who enjoy the buzz of constant change and an opportunity to develop.

### Core Accountabilities

Establish a growth centred social media strategy and support its execution

- Manage website strategy and user experience, in line with overall marketing plan and objectives, including managing and executing SEO and PPC strategies.
- Work closely with the eCommerce team to ensure alignment of priorities and workflow.
- Support the development of RTM brand websites with an eye to performance and user experience
- Collaborate closely with other teams across the business including Brand Communications and eCommerce teams.
- Working with external stakeholders including our website developers and SEO agencies.
- Support brand and communications teams to deliver high performing campaigns and to grow our audiences.
- Analyse strategic performance with an eye to continuous improvement.
- Produce reporting on channel performance.

### Knowledge/Experience/Skills

Required:

- Experience in paid social and PPC
- Experience in SEO
- Experience in website user experience management
- Commercial awareness, with clear understanding of how digital marketing can support the company's key business objectives
- Confident and articulate with good interpersonal skills
- A team player, but able to work independently
- Ability to work under pressure and meet deadlines

Preferred:

- Experience working in the UK drinks or hospitality industries

- Experience with BrightEdge or other SEO management software
- Experience in producing strong web or social content
- An interest in food and drink trends

### Professional Qualifications & Education

**Essential:**

Qualification and/or experience in digital marketing.

**Preferred:**

### BUSINESS SPECIFIC REQUIREMENTS (OPTIONAL SECTION)

**Operating environment & context:**

**Travel & other requirements**

SOME TRAVEL REQUIRED BETWEEN CITIES IN THE UK AND IRELAND. OCCASIONAL NIGHTS FOR EVENTS.

### Role Dimensions

No of direct reports	0	Financial impact (direct)	
Total team size	0	Financial impact (indirect)	
No of locations		Other/ people manager (yes/ no)	

Back office use only:

Job code		Reward level		Tw grade	
Salary survey ref		Career level		Date created	
Salary min		Salary mid		Salary max	