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| **Job Title** | **Digital Marketing Manager** |

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| **Reporting to**  | Senior Digital Marketing Manager  |
| **Business Unit** | Brand Marketing |
| **Department**  | Marketing |
| **Location**  | Dublin  |

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| **Role Summary**  |
| To deliver brand digital marketing communications for the C&C portfolio; delivering against individual brand, and overall business objectives. Support delivery of all digital touchpoints, working with internal teams and external agencies to ensure high performing digital delivery. The role will focus on the delivery and growth of the C&C portfolio across categories with a focus on building equity and brand health for future growth.  |
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| **Key Accountabilities**  |
| * Integral to the delivery of digital strategy across brands within the C&C portfolio, delivering against annual objectives and long-term plans.
* Support delivery of through-the-line integrated marketing campaigns.
* Support the development and delivery of brand story, personality, and tone of voice through digital communications, ensuring each brand is distinct.
* Collaborate with brand teams to deliver integrated brand plans with a view to short, medium and long-term growth. Deliver reporting of activity vs commercial goals.
* Work with data (internal and external) to develop and refine digital marketing strategy to ensure optimal delivery across all channels.
* Maintain integrity and protect the reputation of our brands. Working closely with communications colleagues where necessary to minimise negative discourse.
* Engage in the development of a high performing digital team – enabling an environment which promotes creativity, innovation, and excellence.
* Work closely with digital colleagues throughout C&C Group to develop a holistic digital delivery plan across all audiences.
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| **Key Stakeholders** |
| Internal: * CMO
* Beer and Cider Brand Directors
* C&C Marketing team
* C&C Commercial team
* C&C Group Legal team & DPO
 | External: * Marketing agencies
* Agency and equity partners
* Customers
* Marketing bodies (e.g., Marketing Society)
* Trade bodies (e.g., Portman, Drinkaware)
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| **Skills** |
| * Excellent track record of delivering results in a strong consumer-led business.
* Clear experience in delivering impactful digital marketing. You’ll bring experience in two or more of the following areas: SEO, social, paid, web, email.
* A stickler for detail with exemplary communication skills across all audiences, confident when selling ideas and train of thought.
* Ability to create, influence and contribute to strategy.
* The ability to work collaboratively and cross-functionally.
* Proven networking and relationship-building skills.
* Proactive approach to problem solving.
* Driven self-starter, comfortable with taking accountability.
* Ability to manage projects comfortably.
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| **Experience and Qualifications** |
| * Proven track record of delivering excellence in digital communications from in-house or agency roles, ideally within drinks or FMCG.
* Experience of working across multiple brands, campaigns, or clients within a diverse and/or complex portfolio, ensuring consistency in governance and integrity in process whilst encouraging creativity.
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