

Digital Marketing Manager

[This example job spec/advert was compiled using the key Bookkeeper responsibilities and skills we see most often requested/listed on the Juggle platform.]

While in our experience the general/macro requirements of the role are transferable across different sectors and company sizes (and therefore the type of advert that attracts high-quality professionals is broadly the same), please read the text carefully, add your business-specific needs, and - most importantly - tailor the text to match the culture and values of your business.]

Schedule (part-time/full-time with flex etc)

Salary

(Length of contract if necessary)

Location city

We are looking for a quality and results driven Digital Marketing Manager to join an exciting [type and rough size of your business] based in London. The Digital Marketing Manager will be responsible driving customer acquisition across multiple channels for their revolutionary B2B model.

Reporting directly to the CEO you will ensure that the company's growth matches their ambition.

Responsibilities

- Develop and implement the growth experiment process and achieve 'cadence'.
- Manage the day-to-day and strategic growth of our customer

acquisition and retention activities to maximise growth.

- Identify and maintain channel level KPI trackers and provide regular reporting on our key metrics, identifying trends, understanding movements and providing a concise narrative on the 'why' and 'so what'.
- Plan out the online marketing strategies, develop optimization techniques to deliver the best user experiences in the most technically efficient manner.

Background and Skills

- Proven track record in growing and managing b2b business.
- A data driven growth specialist who loves seeing your hard work converted into sales and results.
- Experienced driving acquisition across all relevant digital marketing channels.
- The personality and desire to grab every part of the business with both hands and make it work better than ever.
- Familiar with a range of marketing tech applications including Hubspot and CRM software and systems