**The Highfield Group**  
Job Description

Digital Marketing Manager

**Document Control**

|  |  |  |  |
| --- | --- | --- | --- |
| Version | Date | Author | Notes |
| 1.0 | March 2024 |  | First Version |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Contents**

[JOB DESCRIPTION 3](#_Toc135923217)

[MAIN RESPONSIBILITIES 3](#_Toc135923219)

KEY COMPETENCIES…………………………………………………………………………………………………………….[5](#_Toc135923220)

[THE HIGHFIELD GROUP WAY OF WORKING……………………………………………………………………….6](#_Toc135923221)

[THE HIGHFIELD GROUP’S COMMITMENT TO YOU 6](#_Toc135923223)

# JOB DESCRIPTION

|  |  |
| --- | --- |
| Job Title | Digital Marketing Manager |
| Responsible to | Operations Manager |
| Job Description | You will have primary responsibility to plan, develop and implement all aspects of Highfield’s digital marketing strategy to raise brand awareness, generate increased income, and build stronger relationships with our audiences.  You will manage the whole process from the planning stage, right through to implementation and evaluation of activities. |

**Main Responsibilities**

1. To achieve KPI’s set by the Operations Director.
2. **Websites**: Managing our CMSs; optimising SEO; ensuring content is up to date; improving online traffic to the company websites; tracking conversion rates; reducing bounce rates; creating and managing link-building strategies; and making improvements to the websites.
3. **Website development**: Contribute and advise on web development projects to ensure the websites incorporate the best digital marketing practices.
4. **Campaign creation**: Liaising with various departments to generate campaign ideas, plan campaign structure, brief design, create content and implement campaigns to achieve targets.
5. **Usability and User-Experience:** Working alongside the marketing, design and IT teams to ensure all websites are performing well, easy to navigate, responsive and optimise the customer journey. Drive the appropriate use of UX strategies, such as split testing.
6. **Online Data collection and analysis:** Working alongside the development teams to ensure that appropriate user data is collected and analysed in a constructive manner, so as to inform design, UX, and product/promotion decisions.
7. **Content:** Working with the Marketing Manager to write engaging content for a variety of audiences that is consistent with brand guidelines.
8. **Email marketing:** Working with the Marketing Manager to prepare online newsletters and promotional emails and organize their distribution through various channels including Mailchimp.
9. **Social Media**: Planning and coordinating a schedule of activity from our information, product and service offer, across all our active social platforms including Facebook, Twitter and LinkedIn to expand our social media audience base.
10. **Advertising**: Coordinating PPC and social advertising, online advertising, regularly *reviewing and amending keywords and ad groups to optimise performance. In* addition, you will maintain our presence on third party sites, keeping all content/messaging current.
11. **Tracking**: Test and implement outside of the box tracking to show SEO, social and advertising performance. In addition, using UTM parameters for a wide range of campaigns and ensuring traffic from different sources is identified.
12. **Reporting**: Monitor, report and analyse results to improve performance, using tools such as Google Analytics, Google Adwords, Google Search Console, Google Data Studio, SEMrush and others, so that amendments and improvements can be made where appropriate.
13. **Training**: Provide training to the wider marketing team on all aspects of digital marketing, including SEO (on-page, off-page and technical), social advertising, Google Ads (search, display, video and shopping), audience development, CRO and tracking.
14. **A/B Testing**: testing landing page layouts, ad assets and content, email send outs, and social posts to provide a continual performance improvement.
15. **Other**:
16. Support the Marketing team as required, covering any periods of absence
17. Responsible for delivering highest levels of Customer Service
18. Ensure all written communications, including constructive customer comments post-event, are responded to within 1-working day and the phone is always picked up within 3 rings
19. To ensure that the Company Quality and Procedures Manuals are being adhered to at all times
20. At all times to adhere to the Ofqual Conditions of Recognition and other regulatory requirements
21. Any other activities, as required

**Key Competencies**

* You’ll be creative, hands-on, organised, motivated and possess the confidence to take ideas forward
* Proven experience as a Digital Marketing Officer or similar role
* Enhanced knowledge and awareness of Data Protection regulations and processes
* Excellent understanding of digital marketing concepts and best practices
* Experience of working with content management systems (CMSs) - Knowledge of Kentico CMS platform desirable
* Experience in SEO, PPC, email marketing and social media
* Excellent written and content creation skills
* Enjoys working as part of a team to create exciting campaigns
* Able to manage multiple campaigns/projects
* Strong communication skills
* Strong analysis skills
* Excellent interpersonal manner
* Demonstrate ability to work from own initiative and as part of a wider team
* Demonstrate word processing, spreadsheet and email skills
* **The Highfield Way of Working**
* Think customer
* Be passionate about our products and services
* Be a team player
* Accept responsibility for your actions
* Be enthusiastic, honest and confident
* Listen and learn and respect confidentiality
* Be loyal and committed to the Company and your future within the Company
* To respect all members of the team
* **Highfield’s Commitment to you.**
* To build on your strengths and develop your skills
* To recognise the value of your contribution
* To respect the balance between life and work
* To maintain confidentiality
* To provide excellent working conditions
* To reward loyalty, commitment, innovation and outstanding performance