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| **Job Title**  Digital Marketing Manager **Reporting To**  Senior Marketing Manager**Job Purpose** To develop and implement a digital marketing strategy and execute a commercial focused plan to grow the direct-to-consumer sales through owned online channels. Drive brand awareness and maintain brand consistency in line with relevant brand guidelines throughout all digital channels.**Hours of work:** **Monday to Friday – 40 per week (on-site)** |
| Mackle Petfoods successfully produce and supply several leading cat and dog food brands including Brandy, Cat Club, Naturo and Norsh across multiple market channels.The Marketing team consists of a Senior Marketing Manager, a Marketing Assistant and a Digital Marketing Apprentice.**Key Responsibilities:*** Create and implement a digital marketing strategy across digital channels including ecommerce, email marketing, social media marketing, SEO, PPC
* Manage the content marketing calendar to help drive brand awareness and engagement.
* Work with the wider Marketing Team to deliver the company Marketing Plan
* Drive online performance to maximise revenue generation
* Develop and improve the B2C strategy.
* Monitoring key site metrics using overall website traffic.
* Communicate performance insights, analysis, and information to the wider team.
* Assist trade marketing in the creation of high-quality and locally relevant assets to help drive lead generation across advertising, email marketing, social media.
* Measure the effectiveness of marketing content, and consistently test & learn how to improve key KPIs.
* Ensure channels are kept up to date with correct product, offers, and gift offers, updated product shots, banners, new in products/brands, regularly updated category pages.
* Monitor competitor product and pricing analysis to ensure competitiveness
* Work with the commercial and brand teams to agree product and range decisions.
* Ensure that B2C ecommerce trading requirements are championed and communicated within the wider business.
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| ***PERSON SPECIFICATION*** |
| **Job Title: Digital Marketing Manager**

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| *Criteria* | *Essential* | *Desirable* |
| Knowledge | * Degree in Marketing, Digital Marketing, Graphic Design, Web Design or a related field
 | * FMCG knowledge, ideally product based
* Ability to develop and present marketing plans
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| Experience | * Min. 2 years’ experience in a digital marketing role
* Proficient in the use of Adobe Illustrator, Adobe Photoshop, Google Analytics / Adobe Analytics

  | * Social media account management
* Experience of analysing digital activity
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| Skills & Competencies | * Highly organised with excellent interpersonal skills
* Well-developed creative skills
* Evidence of effective planning, organisation and time management abilities
* Sense of brand and editorial voice
 | * Effective training / presentation skills
* Skilled in the use of the Microsoft Office suite of software applications
* The ability to harmonise creative content across multiple channels and marketing vehicles
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| Circumstances | * Able to work flexibly as required to meet business needs
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