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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**   |  |  |  | | --- | --- | --- | | *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 | | 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 | | 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 | | Circumstances | * Able to work flexibly as required to meet business needs |  | |