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| **Job Title**  Digital Marketing Manager (x 2 roles)  **Reporting To**  Senior Marketing Manager / General Manager Naturo Pet Products  **Job Purpose** To develop and implement a digital marketing strategy to drive brand awareness, website visitors, 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 nationally and internationally.  Digital Marketing Manager reporting to Senior Marketing Manager - Mackle Petfoods **(Brand focus)** **Key responsibilities:**   * Take ownership of Naturo, Brandy dog food and Cat Club cat food social media activity to drive follower count and overall brand awareness including influencer/brand ambassador strategies. * Create and manage content for Naturo, Brandy and Cat Club’s (and any other Mackle Petfood brands) social media, email and other forms of digital communication to help drive brand awareness and increase engagement. * Measure the effectiveness of marketing content, and consistently test & learn how to improve key KPIs. * Assist trade marketing in the creation of high-quality and locally relevant assets to help drive lead generation across advertising, email marketing & social media. * Set up the right reports to communicate relevant performance insights, analysis, and information to the wider team. * Work in synergy with the rest of the team to identify new growth opportunities and ways in which to improve our brand reputation and presence & drive new customer acquisition. * Assist in the creation and posting of content on Mackle Petfood’s own digital platforms. |

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Digital Marketing Manager reporting to General Manager- Naturo Pet Products **(Ecommerce focus)**

**Key responsibilities:**

* Create and implement a digital marketing ecommerce strategy across all digital channels including but not limited to email marketing, social media marketing, content creation, SEO, PPC, Social ads, Google shopping, Google Ads, keyword optimisation & video marketing.
* Track and report on key metrics such as traffic, conversion rates, and ROI to measure the effectiveness of marketing initiatives.
* Collaborate with the marketing team on the concept, development and implementation of digital marketing plans.
* Ensure channels are kept up to date with correct product, offers, and gift offers as well as updated product shots, banners, new in products/brands.
* Analyse market trends, customer behaviour, and competitor activities to make data-driven decisions.
* Work closely with the Ecommerce Manager to manage the ecommerce promotion calendar and all digital communications as well as blogs for SEO improvements.
* Deliver effective, cohesive, and engaging brand messaging across the Naturo website.

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| ***PERSON SPECIFICATION*** |
| **Job Title: Digital Marketing Manager (x 2 roles)**   |  |  |  | | --- | --- | --- | | *Criteria* | *Essential* | *Desirable* | | Knowledge | * Degree in Marketing, Digital Marketing, Graphic Design, Web Design or a related field | * FMCG knowledge, ideally product based | | Experience | * Min. 2 years’ experience in a D2C digital marketing role * Experience in creating and managing Google Ad and social media ad campaigns including PPC, Shopping and GDN. * Proven success with digital marketing strategies. * Proficient in the use of Adobe Illustrator, Adobe Photoshop, Google Analytics / Adobe Analytics | * Graphic design experience * Photography/videography experience * Content creation experience for product marketing * Experienced in creating influencer strategies to drive social media following * Proficient in the use of Klaviyo for email marketing | | 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 * Clean Driving Licence |  | |