The Group Digital Marketing Manager for UK and Ireland is responsible for developing and executing comprehensive digital marketing strategies to enhance brand awareness and drive business growth. This role involves managing multi-channel communications, analysing marketing activity results, and reporting KPIs and ROI. Key responsibilities include creating and executing digital campaigns, coordinating group campaign activities, and ensuring the brand aligns with market value propositions. The manager will collaborate with sales and marketing teams, enhance user experiences, and drive high-impact e-commerce strategies. Additionally, the role involves managing website development, SEO, PPC, social media, direct mail, email, advertising, and PR to achieve sector-specific objectives.

**Group Digital Manager**

* Creating, planning, and executing a variety of PPC campaigns across a range of digital channels.
* Overseeing existing campaigns and making data-driven recommendations for optimisation.
* Analysing trends and making data-driven decisions.
* Writing engaging copy for adverts and proofreading.
* Making creative and innovative suggestions for advert templates.
* Account management of clients, relationship building, and business development.
* Producing detailed analysis and reports of campaigns, and presenting data and reports to a range of audiences.
* Efficiently managing advertising budgets across multiple campaigns, platforms, and clients. Monitoring spending, adjusting budgets as needed, and ensuring optimal resource allocation.
* P&L responsibility for all PPC accounts.
* Developing and executing a centralised digital marketing strategy aligned with overall business objectives.
* Collaborating with stakeholders to understand business goals and translate them into effective digital marketing initiatives.
* Planning, implementing, and optimising digital marketing campaigns across various channels such as social media, email, content marketing, and paid advertising.
* Developing and overseeing content strategy to ensure it aligns with the brand and resonates with the target audience.
* Establishing and monitoring key performance indicators to measure the success of digital marketing campaigns.
* Analysing data and metrics to gain insights, make data-driven decisions, and optimise future campaigns.
* Leading and managing a team of digital marketing professionals, providing guidance, support, and fostering a collaborative environment.
* Working closely with other departments (e.g., sales, product development) to align digital marketing efforts with overall business strategies.
* Staying abreast of new digital marketing technologies and tools, and evaluating their potential for the organisation.
* Overseeing the implementation and integration of digital marketing tools and platforms.
* Ensuring that all digital marketing efforts are aligned with the brand identity and messaging.
* Monitoring and managing the online reputation of the brand, addressing any issues promptly.
* Ensuring compliance with data privacy regulations and other relevant legal considerations in digital marketing activities.
* Staying informed about industry trends, best practices, and emerging technologies in digital marketing.
* Continuously optimising digital marketing strategies based on performance data and industry changes.
* Providing regular reports to senior management on the performance of digital marketing initiatives.
* Effectively communicating digital marketing strategies, goals, and results to various stakeholders.
* Collaborating with UX/UI teams to ensure a seamless and positive user experience across digital channels.

**Experience & Requirement**

* Proven experience in digital marketing, particularly within the industry
* Familiarity with B2B and B2C advertising campaigns
* Strong knowledge of web analytics tools
* Knowledge of SEO/SEM and Google Analytics
* Experience with social media platforms including Facebook, Twitter, LinkedIn, Instagram, etc.
* Strong analytical skills and data-driven thinking
* Up-to-date with the latest trends and best practices in online marketing and measurement
* Excellent communication and presentation skills
* Strong project management skills
* Creativity and innovative thinking
* Experience in data visualisation and reporting
* Relevant certifications in digital marketing are preferred
* Crisis management skills
* Customer-centric approach
* Understanding of UX/UI principles
* Full clean driving licence as travel is required.
* Full time position – 5 days a week on site with flexibility