

Digital Marketing Manager

Purpose of role

The ultimate purpose of your role as Digital Marketing Manager is to drive sales by:

1. Attracting new customers through digital advertising;
2. Maximising the proportion of visitors to our websites who buy a placement directly as a result of their online experience;
3. Maximising the proportion of the remaining visitors to our websites who make a direct enquiry to our placement advisors;
4. Maximising the number of sales that result from automated communication with people whose contact details we hold.

Your place in the team

You are a senior leader in the Department of Sales and Marketing, reporting to the Director of Marketing.

Use of external service providers

Given the technical expertise required to fulfil some of your responsibilities, you will necessarily make considerable use of external agencies and service providers. Wherever this is the case, you are expected to exercise strong judgement and monitor the delivery of services very closely – and you will remain 100% accountable for the outputs of any external providers you use.

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Key Responsibilities

1. Digital advertising

You are responsible for achieving the best value for money from digital advertising (such as PPC and social media paid advertising) by selecting the most appropriate channels and delivering effective campaigns.

You are expected to spend approximately 100% of the quarterly digital advertising budget that is agreed with you, and achieve a minimum average of one sale directly attributed to digital advertising per £75 spend.

2. Marketing websites

You are responsible for ensuring that our three marketing websites (*gapmedics.com .co.uk* and *.com.au*) are delivered, functioning and displaying properly to customers at all times, on all major mobile, tablet and desktop platforms.

3. Website Committee actions

You are responsible for accurately documenting the discussions and conclusions of the Website Committee's quarterly planning meetings, and ensuring these are actioned as agreed.

4. Monitoring and reporting of website performance

You are responsible for effective comprehensive monitoring of the performance of our three marketing websites, including S.E.O. performance (measured against our Master Keyword List).

You are responsible for responding to the findings of this monitoring to ensure performance is always as strong as possible, and for reporting the findings to the Website Committee.

5. A/B split testing

You are responsible for effective A/B split testing to continually improve the effectiveness of our websites in driving sales. You will compile and present proposed tests to the Website Committee at its quarterly meetings, and ensure those approved by the Committee are executed effectively.

You will present to the Website Committee at its quarterly meetings the results of the preceding quarter's tests, and new tests proposed for the forthcoming quarter.

6. Website personalisation

You are responsible for the delivery of a personalised user experience across our three marketing websites on mobile, tablet and desktop platforms, as agreed in the quarterly meetings of the Website Planning Committee.

7. Email marketing

You are responsible for ensuring that best use is made of automatic email software to communicate with people whose contact details we hold.

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Performance Measures

This section outlines how your performance will be measured, with reference to the ultimate purpose of your role above.

1. Attracting new customers through digital advertising

[Define target]

2. Direct website conversion rate

The direct website conversion rate is defined as the ratio of sales made without any contact with placement advisors (“unowned bookings” on the CRM) to the number of unique visitors to our websites, over a given period.

e.g. 76 unowned bookings in April / 18,564 unique visits to all three websites in April = 0.00409 DWCR

[Define target]

3. Indirect website conversion rate

The indirect website conversion rate is defined as the ratio of enquiries created on the CRM (excluding any that are binned) to the number of unique visitors to our websites, over a given period.

e.g. 1,268 enquiries in April / 18,564 unique visits to all three websites in April = 0.06830 IWCR

[Define target]

4. Email marketing

[Define target]

5. Share in overall sales performance

[Define target]