

DIGITAL MARKETING MANAGER

JOB DESCRIPTION

JOB TITLE: Digital Marketing Manager

COMPANY: Stronghold Global Ltd

1. Person to whom the job holder is responsible.

Head of Marketing

2. Staff directly responsible to the job holder

Marketing Assistant

3. Stronghold Global

We are Stronghold Global, experts in site supplies, safety and workwear clothing and equipment with a passion for keeping workforces comfortable and safe. We are leaders in digital solutions and are investing heavily in the development of our marketing services. We've gone from strength to strength and work with some household names (Tesco and Mitie), providing site workwear supplies across construction, manufacturing and facilities management sectors. We are now looking for a Digital Marketing Manager to join our team and help oversee our digital strategy.

4. Main purpose of role

You will design and implement our digital marketing strategy across various channels including email and social media and deliver successful campaigns to drive website traffic and improve conversion. A brilliant opportunity for a digital marketing expert with knowledge of CRM funnel management and optimisation to join a modern and rapidly expanding business.

5. Key tasks and responsibilities

- Communicate new and existing activities with the Marketing Department and other key stakeholders.
- Grow web traffic to enable digital growth and optimise campaign performance.
- Build relations with Sales to ensure Marketing and Sales are working effectively together.
- Maintain and develop our digital offering with our digital agency.
- Develop, monitor, and report on the Marketing CRM Pipeline for all channels to maximise ROI on digital campaigns with the Marketing Communications Manager.
- Work with the marketing team to execute integrated email campaigns, ensuring content is targeted to reach a wide and relevant audience.
- Experience with social media advertising and reporting.
- Help deliver fresh and innovative concepts and initiatives across multiple social media channels, and sites, sharing informative and useful guides where relevant.

6. Requirements for the role

- Bachelor's degree in Marketing or a related field or 2-3-years' relevant experience.
- Experience delivering marketing plans.
- Experience delivering multi-channel marketing digital communications.
- Digital marketing and CRM experience (preferably HubSpot) to optimise customer experience funnels and landing pages.
- Knowledge of marketing and web analytics tools such as Google Ads, and Google Analytics.
- Strong communication and writing skills.
- Detail oriented.

5. Other Details

- Full-time and permanent (Monday to Friday)
- Working hours: 08:00 – 17:00
- Salary: £27,000 to £35,000 dependent on experience.
- Based in Swindon
- Holidays: 28 days plus Bank Holidays
- Pension: Details on request.
- Flexible working: We are happy to discuss flexible working options.