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| Job Title: **Digital Marketing Manager** | Current Job Holder(s): N/A |
| Department: **Marketing & Communications** | Date Created/Amended By: **Feb 24/HM** |

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| **DEPARTMENT DESCRIPTION**  The primary role of the Marketing and Communications department is to deliver marketing support and expertise to the independent Consultant network.  Utilising a joint sales and marketing plan, this drives Consultants to build their business through dieter acquisition and Consultant recruitment, whilst raising awareness and consideration of the brand. Leading marketing and direct sales principles are delivered across all channels and touchpoints to grow and maintain the sales and business growth metrics.  The department is also responsible for providing marketing support to international distributors and delivering an internal communications plan to all employee stakeholders. |

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| **JOB PURPOSE**  To develop and execute comprehensive digital marketing strategies, manage online brand presence, and drive growth through effective digital campaigns and initiatives. |

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| **RESOURCES MANAGEMENT**  **Management responsibility for**: SEO/PPC Lead  **Reports to:** Senior Marketing Manager  **Budgetary/financial framework:** N/A |

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| **KEY RESPONSIBILITIES**   * Develop and execute comprehensive digital marketing strategies to enhance brand visibility, drive website traffic, and generate leads. * Manage all digital marketing channels, including social media, email marketing, content marketing, and online advertising (paid and owned), to ensure alignment with marketing objectives and brand guidelines. * Manage, review, and improve the customer and Consultant journey across all digital touchpoints. * Plan, create, and execute the marketing content calendar for all digital channels in partnership with the Product Marketing Manager and Marketing Activation Manager. * Collaborate with and brief the digital content creator/videographer to create impactful content for social media, website, and app. * Collaborate with cross-functional teams to create and implement integrated marketing campaigns that leverage various digital channels to maximise reach and engagement. * Optimise digital marketing performance through ongoing analysis and measurement of key performance indicators (KPIs), including website traffic, conversion rates, and customer acquisition costs. * Stay up-to-date with the latest trends and best practices in digital marketing and incorporate innovative ideas and technologies into marketing strategies and executions. * Manage digital marketing budgets, track expenses, and evaluate ROI to optimise resource allocation and achieve cost efficiencies. * Lead and mentor SEO/PPC Lead, providing guidance, feedback, and professional development opportunities to drive team performance and growth. * Prepare regular performance reports and presentations for stakeholders, highlighting key achievements, campaign results, and areas for improvement. * Undertake other duties and tasks that from time to time may be allocated to the jobholder that are appropriate to the grade of the job * Comply with all relevant internal rules, policy and procedures, including those relating to Health and Safety, Data Protection etc, and all those contained within the issued Employee Handbook. * You are responsible for effectively implementing communicating and maintaining a food safety culture that supports the realisation of safe product as outlined within the FSSC22000 * You must ensure all activities relating to food safety management system are adequately resourced and that all personnel carrying out activities that have an impact on food safety are adequately trained and competent * You must also ensure conformance to the company’s food safety policy at all times champion good manufacturing practices and behaviour’s and ensure all designated food safety objectives are realised * Promote and demonstrate the company’s core values and behaviours |

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| **MAIN JOB REQUIREMENTS**  **Education/Qualifications/Training:**  **Specific Experience:**  **Required**   * Five years of experience in digital marketing or a related field * Proven success of developing and implementing digital marketing strategies to enhance a brand visibility and drive growth * Proficiency in digital marketing tools and platforms, such as Google Analytics, SEO tools, social media management tools, and email marketing platforms. * Experience with SEO and SEM strategy and keyword research * Proven track record of driving results through paid advertising on platforms like Google Ads, Facebook Business Manager and LinkedIn. * Strong understanding of lead generation and funnel optimization tactics * Social media savvy. In-depth knowledge of various social media platforms and best practices   **Desirable**   * Interest in health, wellness and/or weight management   **Abilities/Skills/Knowledge:**   * Budget management and reporting * Line Management experience * Campaign planning, delivery, and Activation * Effectively managing agency relationships and performance * Excellent organisation and project management skills with the ability to partner with cross-functional teams and drive results in a fast-paced environment * Excellent analytical skills and a data-driven approach to decision making * Strong communication, presentation, and interpersonal skills with the ability to influence stakeholders at all levels * Results-oriented mindset with a focus on driving revenue growth, profitability, and customer satisfaction. * Ability to adapt to changing priorities and commercial requirements * Be creative and bring new ideas to the role |