

Digital Marketing Manager

Basic information

Scale: 2

Job family: External and Customer Services

Terms: Permanent

Location: Cheltenham

Reports to: Senior Marketing Manager (Digital)

Direct Reports: Yes

Team: Paid Media

Business unit: Sales & Marketing

Date reviewed: month and year



Job purpose:

To work with the Senior Digital Marketing Manager in setting an innovative and progressive Digital Marketing strategy across channels including Social, Paid Search and Display.

Enabling and supporting the wider Sales Team in offering a best in class digital campaign proposition to support revenue growth objectives.

Managing digital teams in delivering performance led campaigns that are most relevant to our audience and drive the highest results.

Key accountabilities:

- Assist in creating an ongoing digital marketing strategy across digital channels that adapts to audience trends, to include channel mix and ad formats across paid media and social strategies.
- Be a thought leader in the business in how to adapt channel and digital marketing strategies to fit our business model.
- Make recommendations on digital channels and tactics used to generate income from new and existing clients.
- Create a clear proposition for channels across social, GDN and PPC.
- Develop a performance mindset with consistent reporting plans to identify benchmark KPI's
- Define relationships with key accounts and agencies to deliver the best quality product and experience.
- Key interface with the business to promote the digital proposal development and key account media plans
- Be a subject matter expert and act as a champion of standards, ways of working, campaign optimisation, data stewardship and best practice.

- Drive uptake of new social channels with sales teams and top level sales interface.
- Lead team to be a market leading digital marketing team and keeps abreast of changes and trends in social media.
- Be the lead on developing third party partnerships – Facebook, Google, Snapchat
- Ensure our commercial digital offering is best in market

Skills, qualifications, and experience:

- Significant experience in Digital Marketing leadership and strategy role with good performance knowledge
- Experience in planning multichannel digital campaigns
- Significant experience of managing digital teams
- Strong understanding of social media ad platforms, analytics and scheduling packages
- A good understanding of technical implementations of digital campaigns
- A good understanding of technical implementations of digital marketing campaigns

This role profile sets out the scope and main duties of the post at the date when it was drawn up. Such details may vary from time to time without changing the general character of the post or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the level of the post. All UCAS employees are expected to be flexible in undertaking the duties and responsibilities attached to their role and may be asked to perform other duties, which reasonably correspond to the general character of their role and their level of responsibility.

Our values in action:

Customer-focused – We understand what our customers want, and we act on their changing needs.

Collaborative – We collectively create an engaging and positive work environment.

Accountable – We take ownership of our individual and organisational performance.

Service excellence – We realise, grow, and maximise our potential.

Trusted – Individuals are trusted to make informed decisions and take appropriate risks.