

Digital Marketing Manager - Implementation

Basic information

Scale: 2

Job family: External and Customer Services

Terms: Permanent

Location: Cheltenham

Reports to: Senior Digital Marketing Manager

Direct Reports: N/A

Team: Paid Media

Business unit: Sales and Marketing

Date reviewed: December 2020



Job purpose:

To support the growth of the digital marketing proposition, by leading the execution of the digital marketing strategy, and creating innovative digital paid media campaigns that increase revenue from paid media products. You will connect opportunities to clients by working directly with the UCAS sales and marketing teams, creating campaigns from complex media planning to implementation, through reporting and sharing success throughout the sector. You will also be supporting UCAS Media's digital strategy, being an ambassador for digital and paid media across the business.

Key accountabilities:

- Working with sales and marketing colleagues to define clear campaign and channel expectations to measure success and grow revenue.
- Help instil a positive performance mindset in the team, being a key player in working with the digital marketing manager to set benchmarks and optimisation plans
- Support the Senior Digital Marketing Manager in bringing new channels and products into the UCAS Media portfolio, expanding our digital services.
- Support the Senior Digital Marketing Manager driving forward key projects and innovative ideas.
- Influence campaigns based on market trends within the sector to perfect our approach.
- Assist with defining digital marketing technology requirements, from campaigns to channels.
- Achieve a team target by creating value-based solutions to meet customer needs and innovating as necessary

- Prospect and engage with new and existing clients to maximise client results and spend.
- Present and pitch propositions across UCAS Media portfolio ensuring high levels of engagement.
- Advise and influence clients, to build realistic and optimal paid media campaigns for clients based on client goals and agreed KPIs.
- Oversee aspects of client experience with a key focus on attention to detail, quality, execution, and reporting.
- Provide clear, accurate communications to external clients around campaigns, delivery dates, successes, and risks.
- Contribute to financial planning through accurate opportunity management, campaign forecast, and fulfilment.
- Share best practice and key successes within UCAS, be an ambassador for Digital marketing across the business.
- Support with campaign building and optimisation where necessary.
- Represent UCAS Media at key industry events to maximise client opportunity and sales.
- Collate reporting and review optimisation and success with clients and gain their feedback.
- Support other team members with channel queries, data counts, analytics research, general admin, and other tasks when necessary.

Skills, qualifications, and experience:

- Significant expertise in digital marketing including paid social media and display.
- Significant experience in growing digital marketing channels.
- Strong performance mindset, proficient in digital platform and analytics packages.
- Strong understanding of digital marketing technology, data and campaign implementation
- Ability to quickly pull reports and communicate accurate results at speed.
- Experience in building client campaigns, supporting the execution of campaigns, and client liaison.
- Focused on delivering fantastic client service.
- Able to build skills in optimisation across social media channels.
- A proven record in achieving key performance goals for clients.
- Strong verbal and written communication skills, and experience of dealing with internal and external clients at all levels.
- Experience in increasing client spend on paid media products, driving results for clients.
- Report building experience, to support campaign optimisation and achieve results for clients.

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.