



The Role: Digital Marketing Manager

Who are we looking for?

We are looking for a Digital Marketing professional to join our media team working across a range of sectors including Education, Tourism, and Charities.

The role of Digital Marketing Manager encompasses all aspects of biddable media and digital advertising, ideally suited to someone who wants to develop a career within the digital marketing and advertising industry.

You will work alongside the Head of Digital and the wider media team to plan, create and manage digital marketing campaigns across the full suite of Search, Social, Video and programmatic channels.

This is a hands-on role where you will be directly responsible for the delivery of digital campaigns, requiring strong attention to detail, the ability to manage budgets and workload effectively.

You should be an innovative thinker, able to demonstrate how you keep pace with the fast-evolving world of digital marketing and how the online world can be used to help solve real-world business challenges. You should have strong communication and problem-solving skills, be numerate, and be equally confident sharing your own ideas with the team as with senior management.

Main duties:

- Creating and managing digital marketing campaigns with hands-on skills in Search/PPC, Social, and Programmatic marketing
- Interpreting data and providing analysis and management information reports
- Liaising directly with clients to develop agency relationships and a deeper understanding of business requirements
- Managing campaign budgets, timescales and deliverables
- Collaborating with colleagues and client stakeholders to build integrated media campaigns

Skills required:

- Experience and/or working knowledge of digital/biddable media management, including Google Ads, Facebook Ads, Bing Ads
- Experience and/or working knowledge of Google Analytics and Google Tag Manager
- Valid Google Certifications are highly desirable.
- A thorough understanding of one or more areas of digital advertising, including Search, Social Media, Video, or Programmatic
- Excellent time management and communications skills
- Previous marketing and/or relevant degree highly desirable



The Package:

- Competitive salary D.O.E.
- 25 days holiday (plus Bank holidays)
- Flexible office/home working
- Company pension scheme
- Birthday as additional holiday
- Annual bonus scheme