

## JOB DESCRIPTION

<b>Job Title</b>	Digital Marketing Manager
<b>Reports To</b>	Head of Strategic Marketing and Communications
<b>Function</b>	Business Development (Marketing)
<b>Version/Date</b>	New – May 2023

### Job Purpose

Reporting to the Head of Strategic Marketing and Communications, the Digital Marketing Manager is a generalist with strong digital capabilities. This role has been created to support our growth as we look to co-ordinate activity across both the Pearson Engineering and Responsive Engineering brands.

### Key Responsibilities

Responsibilities include:

1. Development of campaign messaging, content and delivery plan in support of marketing targets.
2. Researching, creating and scheduling digital content for our websites, as well as our social media channels and direct communications.
3. Writing long and short form content appropriate for each channel across two brands.
4. Undertaking analysis of website performance, both to inform marketing communications, and to deliver insights to the wider business based on visitor behaviour.
5. Optimising our digital channels including search engine optimisation, technical improvements and keyword analysis
6. Advising on best performing referrers and subsequent visitor behaviour to influence advertising and content plan.
7. Researching and evaluating new digital technologies to help to engage stakeholders virtually and at exhibitions.
8. Contributing towards the development of cross-campaign content including traditional media such as brochures and other promotional materials.
9. Supporting the wider team to deliver all marketing activities, and collaborating on matters such as brand development, campaign positioning and future plans.
10. General marketing activities including but not limited to:
  - a. Providing updates to the Head of Marketing Strategy and Communications to report on Marketing activities

- b. Work with external suppliers such as translators to provide localised content where required
- c. Any other related duties

**Qualifications/Skills**

- Bachelor's degree, preferably in Digital Marketing or a related subject
- Qualification from the Chartered Institute of Marketing, or similar (Level 6 or above)
- Strong written and verbal communication skills
- Initiative & ability to build strong working relationships
- Ability to collate ideas and develop content
- Ability to self-manage, prioritise workload and meet deadlines whilst maintaining a high attention to detail
- Experience in online and social media channels and analytics.

As a defence contractor, we have a number of security obligations placed upon the Company, which means that all our staff, must be able to successfully achieve the relevant security clearances.

**Working Conditions**

Typically office based in Newcastle upon Tyne; attends external events and exhibitions as required (Approx. 1 per year)

Approved by: Elizabeth Hubbuck – HR Manager

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Approved by: Richard Beatson, Business Development Director

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