

Job Description

Digital Marketing Expert

Reports into: SMT/CEO

Location: Exeter

Salary: £30,000 per annum

Hours: Full time, Monday to Friday, 37 hours per week

Term: Permanent

Background

SWGfL is a charity dedicated to ensuring children benefit from technology free from harm. SWGfL has been identified by the UK Government as one of the leading companies in the 'Safety Tech' sector

This is an opportunity to join a positive team and deliver an immediate commercial and customer impact that will better protect children online. You will be working alongside the operational customer service and product teams, but primarily with the Engagement team to assist you in understanding and reaching goals. High level of autonomous work is required supported by a welcoming team to help you along the development of activities.

You will have an entrepreneurial mind-set and want to test and learn creative ways of delivering our ambitious goals.

Job Responsibilities

- 360° sales and marketing leadership – ensure alignment on growth opportunities and activities
- Create structure around, organise and communicate omnichannel sales and marketing experiments to teams
- Performance sales and marketing planning - prioritise sales and marketing activities,
- Implement, measure and optimise lead generation, acquisition, cross-sell and persistency across digital and traditional channels, for example:
 - DRTV, direct mail, email onboarding, optimisation of owned, earned, paid media and channels, SEM, SEO, customer data capture, social and content, email,
- Ideate and scale ideas, cost effectively

- Contribute to social media engagement, communications and brand awareness campaigns
- Manage the contact database and assist with lead generation activities
- Excellent analytical skills to:
 - Analyse and report on reach and effectiveness of activities and comparisons to competitor performance
- Analyse data to help propose new ways of attracting and growing customers
- Experience with sales and marketing technologies, such as HubSpot, Google Analytics, Facebook Insights, SEMRush, PowerBI, Online Ads Managers, etc.

Personal Competencies

- Self-starter who thrives on ambiguity, whilst creating clarity for the organisation
- Strong project and time management skills - multi-tasking and balancing project deadlines are a proven strength
- Curious and keen to learn collaboratively
- Fully accountable for delivering growth commitments
- Enthusiastic and enjoys influencing or educating colleagues on digital sales, digital marketing and omnichannel growth
- Highly organised with an ability to multi-task across platforms, campaigns and initiatives
- Able to understand how to deliver strategic goals and prove the strategic value of sales and marketing to optimise day-to-day decision making
- Superior interpersonal skills with strong verbal, written and presentation skills
- Highly proficient with digital sales and marketing technologies and their effectiveness

Experience

- Proven experience of driving growth across sales AND marketing is essential, i.e. 3+ years digital sales and marketing experience working on a high growth scale-up brand (could be in-house client side or agency)

Proficiency

Experience/ Skill	Level
PowerPoint, Word, Excel etc.	High
Marketing technologies	Intermediate
Online Ads Managers	Intermediate
WordPress, CMS experience	Intermediate
Google Analytics	High level
Email marketing tools	High level
Customer engagement	High level
Writing, editing	Essential / High level
Simple design	Desirable