



Job Title:	Digital Marketing Manager	Department:	Marketing
Location:	Edinburgh	Position Type:	
Level/Salary Range:		Reports To:	Marketing Director

JOB DESCRIPTION	
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Role Overview

This focus of this role is to bring our award-winning brand to life online. You'll need to work closely with the Brand Team to create and own a digital strategy which meets brand and business objectives. Consumer recruitment should be at the heart of this strategy, helping to drive brand and commercial growth across all markets. Being the digital lead within the business, you'll need to have strategic know-how coupled with the creativity and technical ability to deliver best in class digital execution.

Key Tasks

- Strategy and planning**
- Lead the company's digital strategy, ensuring it supports wider business and brand objectives.
 - Create and deliver annual digital plans across all markets and channels.
- Digital communications**
- Create and execute a social media strategy that meets brand objectives, recruiting consumers by powerfully bringing to life our original brand positioning across all channels.
 - Work with our brand team to ensure our TOV and content in on brand and engaging
 - You will manage a content creator and social media editor to support global channels and retail messaging aligned with the brand positioning.
 - Lead on copywriting and editing for web, email, and social messaging.
 - Support key brand objectives by leading on local, national, and international digital campaigns across multiple channels including social, display, audio, and video.
 - Set and execute the company's CRM strategy including campaign activity, beer launches, promotions and retail messaging. Ensure integration across all other datapoints.
- Brewery Taproom support**
- Our four Brewery Taprooms across Glasgow and Edinburgh are a key pillar of our business. You will play a lead role in engaging existing and new consumers online with a view to driving bookings and footfall.
 - Deliver conversion focused campaigns, regularly optimized with end of campaign results and learnings.
 - Manage all online profiles and utilize Google Profiles to support web visibility and listings.
 - Manage Wireless Social reporting and regularly update targeted messages across the platform.
 - Report on DesignMyNight reports and cross reference conversions via GA4.
- Website and content management**
- Work with our development agency to improve web functionality, UX and search rankings. Set out SEO roadmaps and deliver successful PPC campaigns. Work across teams to understand key tension points for online consumers, delivering plans to address these issues and opportunities.



- Own the global website ensuring up to date content with optimized landing pages. Understand the consumer digital journey and deliver new data collection points.
- Where required, build new web functionality, map user journeys, and ensure the integration data points with our lead CRM database.

Ecommerce

- Develop and execute an ambitious ecommerce plan in alignment with the greater sales and marketing objectives. Lead planning for key promotions, product launches and offers throughout the year. Work with the 3rd party warehousing provider to ensure efficient integration of platforms are constantly updated to provide a stronger UX.

Management and reporting

- Line management responsibilities
- Effective management of the digital marketing budget
- Lead on weekly and monthly digital reports across web, social, retail, and digital.
- Monitor and create Looker Studio reports. Initiate strategies to improve results.
- Strong understanding and use of GA4 and relevant reports.

Additional Tasks

- Support of events and sampling comms
- Educating the wider business on digital developments and opportunities

Requirements

- Experience with Craft CMS and Commerce, Klaviyo, SproutSocial, LookerStudio, GA4 and DesignMyNight desirable.
- Advanced Business User across Meta Suite and Business Manager.
- Highly creative with experience in identifying target audiences and devising digital social campaigns that engage, inform and motivate purchase
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in Digital Marketing
- 5+ years experience of digital and social media marketing, preferably in an FMCG environment
- 2+ years experience in other areas of brand marketing/comms; good general marketing understanding and awareness

Competencies Required

- Highly motivated and creative with a passion for craft beer, brewing and delivering your objectives with purpose
- Entrepreneurial and influential with good communication and networking skills
- Experienced at project, budget and agency management.
- Exceptionally organized and proactive
- Team orientated



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- Excellent written, copywriting and verbal communication skills

Additional Notes

Reviewed By (*Dept Manager*)

Date (*Yearly Update Required*)