

Head of Digital Marketing

Job Description

Stannah

Company: Lift Services

Function: S&I Marketing

Reports to: Customer Acquisition Director

Purpose

The Head of Digital Marketing is responsible for leading and implementing the digital marketing strategy, developing and executing digital plans and championing 'digital first' thinking across the business. They deliver key strategic projects and hold responsibility for elevating our digital offering.

Key Responsibilities

1. **Digital Marketing Strategy** – develop and execute a market leading digital marketing strategy, in collaboration with the Head of Customer Acquisition.
2. **Digital Transformation** - Identify and react to current and future digital trends. Champion 'digital first' thinking across the business, while ensuring we remain customer centric. Establish and execute a digital roadmap.
3. **Marketing Plans** – develop and deliver innovative timely and responsive marketing plans across digital channels (SEO, PPC, Display, Social, Email, Digital PR etc) to achieve key KPIs. Effectively analyse and optimise activity.
4. **eCRM** – lead the design, execution and optimisation of the eCRM and marketing automation activity, with a view to improving prospect/customer engagement and conversion, alongside elevating the digital customer experience.
5. **Website** – maintain and manage the UK consumer website; overseeing the look and feel, as well as driving content, performance and customer experience improvements.
6. **Ecommerce** – develop and optimise the ecommerce experience delivering enhancements and additional functionality that will improve the end to end conversion, as well as customer experience.
7. **Testing** – champion testing across all channels and platforms. Drive a test and learn culture within the digital team and work with other marketing leaders to deliver a team wide continuous testing programme.
8. **People** – lead, support and mentor the digital marketing team to enable them to excel in their roles.
9. **Agency** – lead and manage digital agency partners.

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10. **Brand and Creative** - ensure that all marketing activities and creative approaches are aligned with the Stannah Group Brand Guidelines, support our business objectives and strengthen the Stannah Brand.

11. **Budget and Accounts** – support the development of the annual budget for digital activity and manage accounts expenditure accordingly.

This list is not exhaustive and the jobholder will be expected to undertake any duties within their capacity to meet the needs of the business and/or the marketing function.

Skills and Experience

Essential

- More than ten years' B2C digital marketing experience, including experience within a 'digital first' environment
- Expert knowledge of the digital marketing landscape
- In depth knowledge of all digital marketing channels
- Significant experience leading and developing websites
- Proven experience of marketing automation and eCRM systems
- Experience of agency management
- Experience of leading a successful team
- Strong inter-personal skills with proven ability to work across all levels of an organisation
- Highly numerate with strong analytical skills; able to analyse data to form recommendations and make decisions

Personal Attributes and Behaviours

- ✓ Creative thinker who actively seeks new ideas and ways of working
- ✓ Effective team player
- ✓ Dynamic and have a positive can-do attitude but remain calm under pressure.
- ✓ Know when to say no
- ✓ Well organised and manage your time effectively by focusing on priorities and results and strive to work smarter not harder
- ✓ Committed to actively improving own skills, knowledge, business awareness and performance through ongoing personal development
- ✓ Communicate in a clear, concise and timely manner, when both writing and speaking

Managerial and Supervisory Responsibility

- Responsible for the Digital Marketing Team

Relationships

Internal

The jobholder will be expected to maintain close and effective personal working relationships at all levels of the organisation. The communication skills required include the ability to communicate technically complex and sensitive information.

External

External agencies, suppliers and customers.

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Education and Qualifications

- Digital qualification (desirable)
- Business related degree (desirable)