

DIGITAL MARKETING MANAGER

We're making a difference: Together, we can ensure that there is enough water for everyone, now and in the future.

As our Digital Marketing Manager, you'll take ownership of the content, performance and overall user experience of the Portsmouth Water website. You'll ensure our online presence is clear, engaging and continually evolving to meet the needs of our customers.

Alongside leading a project to upgrade our website, you'll lead digital marketing campaigns and work closely with our Product team to enhance all digital touchpoints — from our customer portal to our mobile app — helping us deliver seamless and customer-focused digital journeys.

What will you be doing?

Key Responsibilities

- As our digital marketing manager, you'll be the driving force behind the content and user experience of our website and support the development of our other digital channels including the customer portal, app and social media.
- You'll be accountable for the day-to-day management of the Portsmouth Water website, continuously improving content, user experience, accessibility and SEO performance.
- Working closely with the Brand & Campaigns Manager, you'll develop comprehensive digital brand guidelines for use across all digital channels.
- You'll lead a major website change project, from building requirements, supporting agency procurement through to project managing the design, build and launch of a new Portsmouth Water website.
- Working with stakeholders across the business to define requirements, information architecture and site structure to meet all business needs.
- Leading efforts to consolidate all Portsmouth Water microsites onto one website platform.
- Auditing the current site, improving content and delivering 'quick wins' while preparing for a seamless migration to the new site once built.



320,000

Properties supplied
with water



170 Million

Litres of drinking
water per day



21

Natural water
sources

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Excellence | Integrity | Future Focus

£48,102- £53,377

GRADE 8

+ Non-contractual bonus related to company performance of up to 6% of basic salary

Hours:

Full-time | 38 hours per week | Hybrid working

Holiday:

27 days annual leave, plus bank holidays

Pension:

A generous pension scheme in which Portsmouth Water will contribute up to 15%

Enhanced Family Friendly Leave:

Enhanced Company maternity, adoption, and paternity leave and pay

Life assurance:

The life assurance scheme provides a death in service lump sum benefit of 4 times pensionable salary

Private Medical Insurance:

Provided by Bupa

Employee Assistance Programme & Virtual GP Services:

Provided by HealthHero

PW Perks: Access discounts at thousands of retailers, plus the Electric Vehicle Scheme (eligible after one year of service), Cycle to Work Scheme, Health Cash Plan, and more!



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Key Responsibilities Continued

- Building strong relationships across the business to write and develop compelling website content that meets the needs of customers, businesses, developers and all other stakeholder groups, including vulnerable customers.
- Acting as the primary contact for website-related requests from across the business.
- Actively looking for opportunities to improve how we present complex and important stakeholder content to maximise engagement, understanding and searchability – moving away from PDF uploads.
- Managing paid digital marketing campaigns, including video, display and social media advertising across Google and Meta to support key strategic communications and behaviour change campaigns.
- Supporting Customer Experience and Product Teams with content, design and UX for the customer self-service portal and customer app to increase engagement – looking for opportunities to better visualise content, promote gamification etc.
- Utilising Google Analytics and other tools to optimise website and digital journeys.

What do you need?

Skills, Qualifications & Competencies

- Managing website content in CMS platforms e.g. Wordpress, Umbraco, Sitecore etc.
- Strong understanding of Google Analytics, Google Search Console, Google Ads and Meta Ads etc.
- Experience project managing a major web transformation project
- Blends technical and creative skills – strong digital skills, but also able to create compelling content.
- Web copywriting skills
- Collaborative – able to work well with stakeholders across Portsmouth Water
- Data driven
- Website management/digital marketing experience
- Previous experience of day-to-day management of a corporate website

What can Portsmouth Water offer you?



Pension Scheme



Flexible Working Opportunities



Professional Development



Employee Assistance Program



Life Assurance



Annual Salary Review



Holiday Entitlement

Excellence in water. Always.

Committed to a sustainable future together

We recognise people want to work in a variety of different ways, this means we are happy to consider flexible working arrangements. Please talk to us at the interview about the flexibility you may want.

We support equality, diversity and inclusion and encourage applications from all sections of society. The Company has a responsibility to ensure that all employees are eligible to work and live in the UK.

Due to the high volume of applications received we are unable to respond to unsuccessful candidates. If your application is of interest to us, we will normally contact you within 4 weeks of receiving your application.