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| Job title: | Digital Manager |
| Reports to: | **Head of Marketing** |
| Location: | **Bolton Head Office / WFH** |
| Renumeration: | **Competitive** |



**Job Description**

**Job Overview**

The Digital Manager is responsible and accountable for everything digital at SpaMedica including the development and ongoing enhancement of the digital strategy and digital channels for SpaMedica and Freedom Vision brands.

We are a leading UK healthcare company dedicated to providing exceptional healthcare services and improving the well-being of individuals and communities. With a focus on patient care and innovation, we strive to deliver high-quality healthcare solutions across the country. As we continue to expand, we are seeking a talented and experienced Digital Manager to join our dynamic team to be accountable for our brands digital strategy and online visibility to achieve our marketing objectives. We are looking for an experienced Digital Manger who will be responsible for overseeing all things digital within our organisation. As the Digital Manager, you will oversee and have a broad scope of digital responsibilities, including the social media channels, digital marketing activities including SEO, SEM, email marketing and website development.

You will be responsible for ensuring that your area within Marketing delivers exceptional digital performance. This role will work closely with key stakeholders across the business, other Marketing Managers and executives in the department to deliver outstanding B2B, B2C & internal audience digital experiences.

**Key Tasks and Responsibilities**

* Develop and manage a digital strategy and annual digital plan for our SpaMedica and Freedom Vision brands aligned to our marketing goals.
* Oversee our social media strategy, optimise paid social and develop plans to ensure our content strategy is aligned to all our varied audiences.
* Develop an ongoing enhancement plan based on insights for our websites and channels.
* Set digital channel goals, set digital KPI’s aligned to our marketing objectives and use analytic tools across digital channels to review, enhance and provide a constant flow of improvements to impact KPI’s.
* Drive the planning, execution, and optimisation of integrated digital marketing campaigns across various channels, including Paid Search (PPC) search engine marketing (SEM), search engine optimisation (SEO), social media, email marketing, content marketing, and display advertising.
* Oversee annual digital budgets effectively, ensuring ROI and efficient resource allocation across channels. Scope opportunities for development, testing and innovation.
* Identify new trends in digital relevant to our business, evaluate new technologies and ensure the brands are at the forefront of industry digital developments for our sector.
* Establish and maintain robust processes within digital and ensure routines are in place with agencies to manage optimal performance.
* Support the development of a digital executive, oversee day to day workload, priorities, and ongoing career development.
* Scope and develop business cases for projects, resources, and investment to achieve our ambition for digital within the business.
* Engage with key stakeholders across the business to support digitisation initiatives and technology projects to aid patient experience.
* Be accountable for the digital budget, set and attain KPI’s across all digital channels.

**Skills & Experience**

* Significant digital experience across all digital channels
* Experience across all digital channels, management of digital KPI’s and strong knowledge of digital best practises.
* Prior experience and a proven track record in driving successful digital campaigns.
* In-depth knowledge of PPC, SEM, SEO, social media marketing, email marketing, content marketing, and display advertising.
* Previous experience of overseeing the work of a digital executive or small team.
* Demonstration of working with other senior stakeholders and external digital agencies.
* Experience of working in a busy multi-channel marketing department or agency.
* Experience and demonstration of test/control principles for optimisation of acquisition and retention digital activities. Proficient in analysing data and utilizing digital marketing analytics tools to measure campaign performance and derive actionable insights.
* Strong knowledge of MS Office and all digital tools such as Google AdWords, email platforms, CMS’s and SEO/SEM tools.

**Core attributes**

* A strategic but creative and analytical person with a clear passion for everything digital.
* Strong ability to juggle multiply competing priorities and projects.
* Proactive and enjoys taking ownership.
* Exceptional communication skills, both written and spoken, along with good attention to detail.
* The ability to present factual and analytical data to colleagues.
* A strong team player, with a collaborative approach.
* Ability to delegate and motivate others.
* Comfortable working in a fast-growing and evolving organisation.
* Highly motivated, personable with a friendly attitude.
* Role model for our SpaMedica Values: Safety, Transparency, Integrity, and Kindness

**Desirable**

* Educated to degree standard or equivalent in a relevant area of expertise.
* Experience working in health care.
* Experience in both B2B and B2C environments, either agency or client side.