

Position Details			
Position Title:	Digital Marketing Manager	Team	Marketing
Reports to:	Head of Commercial	Direct Reports:	-

In preparation for its next phase of growth, AuctionsPlus is seeking to appoint a Digital Marketing Manager. Reporting to the Head of Commercial, this newly-created role provides an exciting opportunity for an experienced Digital Marketing & eCommerce Manager to lead our national and international eCommerce sales growth.

We're looking for an experienced and highly capable individual to take ownership of eCommerce, CRM, Social Media and Digital Marketing. You will be a strategic and technical, with the skills to grow and enhance our online presence, revenue, traffic, user experience, conversion rate and AOV.

You will have a genuine interest in the eCommerce landscape, especially using CRM tools like Hubspot, and constantly monitor the industry for trends and developments that can be implemented or adopted in our business.

From a blank canvas you will be driving the design of a high functioning and scalable digital marketing engine. You are motivated by the opportunity that a business in high growth phase presents, not afraid to roll your sleeves up, be scrappy, and able and willing to handle work yourself. You know how a world class scaled up marketing function needs to operate and you have a clear idea of how to get there.

Responsibility	
<b>1</b>	<p><b>Digital Marketing</b></p> <ul style="list-style-type: none"> <li>Develop and execute an digital sales strategy including ongoing development of websites, UI/UX improvements, CRO, SEO, product upsells, new product launches and more.</li> <li>Create an omni-channel strategy that increases engagements, pipeline creation, and conversions throughout the Buyer and Renewal journey</li> <li>Assess, implement and optimize our digital marketing channels including PPC, SEO, programmatic web, paid social, email and a variety of media buys.</li> <li>Implement, build, grow and manage review and loyalty programs.</li> <li>Manage email marketing campaigns using Hubspot in line with marketing and promotional activities.</li> <li>Plan and execute digital marketing strategy including EDMS, Social, Paid Search, SEO and Content</li> <li>Drive increased ROAS</li> <li>Create, monitor, manage and optimize marketing campaigns across Google Ads, Facebook and Hubspot</li> </ul>
<b>2</b>	<p><b>CRM Management</b></p> <ul style="list-style-type: none"> <li>Roll out new Customer Data Platform for the business</li> <li>Develop and execute CRM strategies across Email, SEM, Social, Web and Push Notifications</li> <li>Identify and create customer segments for cross-channel campaigns</li> <li>Gather insights on customers behaviour and transform these into actionable optimization campaigns</li> <li>Develop and roll out the persona profiles across the business</li> <li>Continuously optimize and analyse customer journeys and programs, ensuring relevant and engaging lifecycle communications</li> <li>Deliver continual test and learn plans across our campaign objectives, including audience planning, funnel optimization, channel selection, prioritization and message content and frequency</li> <li>Deliver ongoing A/B &amp; multivariate methodologies to statistically assess the effectiveness of each trial</li> <li>Own operational delivery, optimisation &amp; reporting of all automated campaigns, including budget management &amp; ROI</li> <li>Work closely and collaboratively with other teams to deliver on strategic goals</li> </ul>
<b>3</b>	<p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>Oversee the social media channels and work with our Content Producer on executing the social strategy and content plan.</li> <li>Developing, execution and management of AuctionsPlus social media</li> </ul>

**Critical Requirements**

1	Strategic. Identify the strategic priorities and effectively execute successful marketing campaigns including digital strategies.
2	Relationship Management. Excellent interpersonal skills with the ability & confidence to initiative new relationships.
3	Collaborative. Able to build strong collaborative relationships internally and externally.
4	Communication. Able to convey information with clarity and impact both verbally and in writing.
5	Deep understanding of a broad range of marketing activities and initiatives.
6	Industry expertise. Strong knowledge and understanding of the agriculture industry.
8	Understand others. Active listening and probing skills to understand the drivers and needs of customers
9	Influencing – the ability to influence key stakeholders to enjoy positive business outcomes.
10	Problem solving. Able to analyse information, think logically and solve problems.
11	Analytical capability. Able to gather diverse information and provide meaningful analysis.
12	Results orientated. Continually driving high levels of performance to try and meet and exceed goals.
13	Adaptable. Able to easily adapt to changing priorities to meet customer and business needs.
14	Business acumen. Use robust data and analysis to identify opportunities for business development.
15	Technical proficiency in data analysis