

ROLE TITLE: Digital Marketing Manager

Reports to: Head of Marketing & External Communications

ROLE PURPOSE:

The Digital Marketing Manager is accountable for developing and executing online marketing strategies that enhance brand visibility and engagement across digital channels and platforms, positioning the National Composites Centre as a world leading R&D facility.

As part of the Chief Business Officer's business unit, the post holder will lead on all aspects of website management, digital content creation, and social media, working with Marketing, Events, and strategic business areas to execute digital marketing activities and campaigns that drive growth, strengthening the brand's reputation and audience engagement.

MAIN ACTIVITIES:

Website Management:

- Responsibility for the day-to-day operations of the company website and maintenance, design improvements, ensuring content is up-to-date, relevant, and engaging.
- Responsibility for management of the website agency partner and monthly retainer, website performance and SLA, ensuring high quality/on time delivery of development projects.
- Create and publish high-quality content, including blog posts, articles, and landing pages to enhance user experience and SEO.
- Work with the Marketing and Events Managers to plan, create and build high-performance campaign landing pages that drive traffic and conversions.
- Develop, implement and optimise SEO strategies to improve search engine rankings and increase organic traffic. Responsibility for PPC campaigns (keyword research, advert creation and bid management) to maximise ROI and achieve campaign goals.
- Improve and optimise website navigation to ensure a seamless user experience. Analyse user behaviour and feedback to optimise site structure, improve accessibility, and access to key content and features.
- Monitor, measure and report on the effectiveness of the website/campaigns, feedback to drive continuous improvement, to inform new campaigns and the evaluation of existing campaigns.
- Collaborate with internal teams to align website content with business focus and strategic priorities.
- Ensure website adheres to relevant IT compliance standards and security protocols.

Social Media

- Develop and implement comprehensive social media campaigns aligned with overall marketing, campaign strategy and strategic business areas.
- Plan, create and execute engaging, high-quality content and campaigns across company social channels (Twitter, LinkedIn, YouTube), aligned with the company web site.
- Monitor, measure and report on the effectiveness of the social media performance using analytics and feedback to optimise and drive continuous improvement, to inform new campaigns.
- Working with Marketing, and Events Managers to plan, design and execute social content and campaigns, ensuring brand consistency across social and digital platforms.

PERSON SPECIFICATION

Essential

Qualifications/Experience

- CIM equivalent level 6 qualification or relevant degree with proven recent CPD
- Proven experience in website management and using web site content management systems
- Proven experience of managing a web agency, running SEO and PPC campaigns
- Proven experience in leading the launch of a new website
- Ability to create high quality, creative content including copywriting, editing and proof-reading skills
- Ability to design and create impactful, engaging web pages, and social content
- Proven experience of managing social media channels
- Experience of using metrics to measure effectiveness of digital marketing and communications initiatives

Behavioural Competencies

- Ability to communicate conceptually detailed and complex information effectively and professionally with a wide range of people
- Evidence of ability to explore customers' needs and adapt the service accordingly to ensure a quality service is delivered
- Ability to build working relationships with a wide range of stakeholders including at a senior management level
- Ability to work independently with a 'can-do' attitude, planning and setting priorities for own work and that of others and monitoring progress.
- A desire to undertake continued professional development

Desirable

Qualifications/Experience

- Digital Marketing experience gained in a science/technology/ R&D organisation
- Postgraduate qualification
- Membership of a professional body
- Experience of using online graphic design tools such as Canva, Adobe Creative Suite
- Ability to create and edit films