



Job description: Digital Marketing Manager

Reporting to: Head of Performance Marketing

Position overview

As a Digital Marketing Manager at Visku, you will be responsible for developing and implementing our digital marketing plans. You will play a key role in driving digital leads, visibility, brand awareness, and customer engagement. The ideal candidate will have a strong background in lead generation, digital marketing, a creative mindset, and a proven track record of successful digital marketing execution.

Key responsibilities

1. Digital marketing planning & development

- Use digital marketing channels to generate quality leads – predominantly PPC, SEO, Paid and Organic social platforms, email marketing and CRM engagement.
- Collaborate with cross-functional teams to develop and execute a comprehensive digital marketing and digital channel plans aligned with business objectives.
- Identify key performance indicators (KPIs) and use analytics tools to measure the success of digital initiatives.

2. Agency management

- Daily/weekly management of the digital marketing agency and any digital partners relating to channel activities.
- Maximise the value and output of our agencies, working closely with them to improve digital channel performance.

3. Lead tracking

- Ensure all leads entering the lead funnel through digital marketing channels, are tracked and conversions at every stage monitored and analysed.
- Work alongside Sales, Business Development and Customer service teams to monitor lead quality and progress, gaining insight to feed into the digital marketing plans.
- Use the MS Dynamics CRM tool to gain insight and view reports/create marketing reporting.



4. SEO and PPC optimisation

- Implement and optimise SEO strategies to improve search engine rankings and drive organic traffic.
- Manage PPC/paid advertising campaigns, ensuring cost-effectiveness and ROI.
- Develop new digital marketing channels e.g. Bing/Affiliates/Programmatic, Retargeting etc.
- Conduct ad testing programmes and ensure digital advertising is optimised and connects with landing page content.
- Align digital advertising with website content.

5. Email marketing/CRM initiatives

- Develop and execute targeted email campaigns to nurture leads and engage existing customers. Select and create the campaigns using the CRM/email marketing tools.
- Analyse email campaign performance and implement improvements based on data insight.

Qualifications and experience

- Marketing or Digital Marketing qualifications
- Proven experience in developing and implementing successful digital marketing strategies.
- Strong understanding of PPC, SEO, SEM, social media, email marketing, and CRM tools (preferably MS Dynamics).
- Proficient in using analytics tools to track and measure digital marketing performance.
- Excellent communication and collaboration skills.



Person specification

Behavioural competencies

- Determination and can-do attitude providing solutions and suggestions
- Flexibility in approach. The ability to embrace that change and be positive is important
- To be part of a business who work hard but enjoy doing so
- Opportunities to take on more and develop knowledge of an exciting sector
- Ambitious
- To be challenged and be positively challenging
- Quick learner on new systems
- Loves to engage and take the team with them on a journey – involve and influence
- Passionate and driven to succeed – self starter
- Proactive and highly motivated
- Drive, resilience, and enthusiasm - Focused upon results; remains positive and retains forward momentum, times; hard working and committed
- Customer and supplier focus - Committed to understanding and exceeding the expectations of customers, both internal and external
- Communicating and influencing - A good two-way communicator; first class verbal and written presentation skills
- Personable with a sense of humour; ability to work with and charm all stakeholders
- Able to use a range of influencing techniques, and be creative with different types of personalities
- Problem solving and decision making - Analyses issues and breaks them down into their component parts; identifies potential solutions and systematically evaluates them
- Good attention to detail, excellent numerical skills, ability to multi task and prioritise under pressure
- Building effective relationships - uses interpersonal skills to build and maintain effective relationships inside and outside the business. Understands team dynamics; encourages collaborative working across internal and external boundaries; can manage upwards

Visku – Visionary thinking. Proven expertise.

Unlocking the power of business supply chains.



Values & culture

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| <p>Progressive <i>yet</i> Pragmatic</p> | <p>We're the people reimagining supply chains. We uncover new and visionary approaches that challenge convention.</p> <p><i>yet</i></p> <p>We're grounded in the real world where every idea is practical and deliverable.</p> |
| <p>Curious <i>yet</i> Rigorous</p> | <p>We're always looking for opportunities and insights in partnership with our customers – anything that unlocks their potential.</p> <p><i>yet</i></p> <p>We do everything with consideration and rigour. We work tirelessly to get the detail right, whether it's for huge change or marginal gain.</p> |
| <p>Energised <i>yet</i> Dependable</p> | <p>We have a passionate and energetic way of working that drives results.</p> <p><i>yet</i></p> <p>We focus on delivery with consistency and integrity, making us relentlessly reliable and trusted.</p> |