

Digital Marketing Manager (up to £30k p.a. dependent on experience)

Reporting to the Commercial Director and supporting the E-Commerce Manager, you will be responsible for the delivery of both immediate sales campaigns and long-term brand growth through the use of digital marketing techniques.

You will manage the digital representation of Hiplok across online platforms to build global brand recognition and a long-term connection with customers. Specific responsibilities will include:

- Community management of Hiplok's social media channels including all content creation and posting
- Ownership of performance marketing channels and campaigns including: PPC, Paid Social, Affiliates, and SEO with key focus on driving e-commerce growth in line with clearly defined KPIs
- Assist in the strategic development and implementation of the digital customer journey to include creation and updating of all customer digital communication
- Updating of content, including copy and imagery, on both brand owned and partner websites
- Consistent analysis of all digital activity to help drive future strategy through monthly reporting
- Supporting the wider sales team in delivering regionally relevant marketing campaigns to support key launches
- Accountability for the digital marketing budget

Skill Summary

- At least 3 years experience in a digital marketing role
- Strong communication, organisation and presentation skills
- Good commercial acumen
- Positive, entrepreneurial "can-do" attitude necessary for working in a small business