

Marketing Manager

Overview:

We are on the hunt for an experienced digital marketing executive working for both our companies, capable of working as an all-rounder across all areas of marketing strategy and delivery. Someone who will develop & monitor an SEO strategy and develop, execute, and activate social media & online paid advertising. This role is ideal for someone who has worked as a marketer for at least 5 years and who is passionate about delivering marketing campaigns that will focus on product launches, collaborations, informational & sales literature and driving brand awareness online.

Our Companies:

Ying & Yang – in a nutshell elderly care & a high-end boutique!

- Private, mid-size business established in 1994 - Care Worker Recruitment & Matching Agency <https://www.access-care.co.uk/>
- The O&P is a high street shop in Stockbridge, Hampshire established in early 2019. Our ecommerce website launched in June 2020 and is branded O&P London. <https://www.oplondon.com/>

Your Employment Status:

Employed Full-time permanent contract

Location:

The office is in the idyllic village of Goodworth Clatford, Hampshire. There is a team of approximately 15 people in a very pink office! A commutable distance from Salisbury, Romsey, Andover, Basingstoke or Winchester. The village has lovely countryside for walking, a park nearby, a personal training gym a few minutes away and good pubs perfect for a spot of lunch! There's an office pup too, a Cavalier King Charles Spaniel too called 'Chloe'!

Your Salary:

Circa £38-45,000 depending on experience

The Perks of your job:

- Free Onsite Parking
- Ever-giving Fruit Tree
- Limitless Tea & Coffee
- Bonus Birthday Day Off
- Team Bonus Structure
- Company Fun days & Company Sun Days
- Lifetime 20% Friends & Family Discount on Access Care Agency Fees (which you may take advantage of even if you leave us) <https://www.access-care.co.uk/>
- 20% Discount <https://www.oplondon.com/>
- The Infamous Access Care 'Christmas Stocking'
- Fun, Lively & Friendly Office with a Work-hard/Play-hard Mentality
- Seasonal socials including team building, summer family day and a winter party.
- The company is currently investigating the notion of a four-day week and the possibility of work from home days

Standard Inclusions

- Childcare Voucher Scheme
- 20 days' holiday + Bank Holidays + Your Birthday Day Off
- Pension scheme

Requirements:

Online:

- Strong experience in performance marketing (a minimum of 5 years), having undertaken digital campaigns for different types of businesses including ecommerce
- A proven track record of working in a Digital Account Manager role within a marketing/digital agency environment
- Strong experience running paid campaigns, especially Google Ads and social media campaigns
- Be a user of LinkedIn, Facebook, Twitter, Instagram, TikTok & Buffer
- Experience & confidence in Analytics reporting e.g., Google Analytics and Social Media platforms
- Create and deploy engaging email campaigns
- Manage end to end email campaigns
- Have a good working knowledge of Websites & SEO
- Digital marketing experience within E-commerce ideally 'Shopify' ecommerce platform
- Ideally be familiar with project management system 'Asana'
- Monitor and analyse website performance, make recommendations to improve business goals
- Assist with data segmentation and manipulation for campaigns • Create landing pages and data capture forms related to email campaigns • Establish, track and report on selected campaign metrics, including a review on e-Campaign benchmarks • Develop opportunities for marketing automation
- Devising and executing an SEO strategy enabling us to appear a strong online position

Graphics:

- Use Photoshop & Canva to update creatives for use in e-Campaigns & social media

Copywriting:

- Ensure sales & company literature (incl. brochures) is accurate, printed & available
- Be comfortable with the written word
- Write social media posts
- Creating engaging content (SEO optimised) for blogs, case studies & other online channels
- Use Microsoft Word

Personality:

- Excellent communication skills
- Relationship building skills
- Project delivery skills including planning, optimisation, budgeting, presenting, reporting and data analysis
- Fantastic interpersonal skills and being a team player within a small team is crucial.
- You'll be a self-starter, ready to roll your sleeves up and create, own, and implement a robust digital strategy for both companies.

We value great behaviours, just as much as qualifications and skills. We recognise talent is everywhere however opportunities are not. Therefore, if you are excited about working for us and can do most of what we are looking for, go ahead and apply! Even if you can't tick 100% of the list!