



Job Title: Digital Marketing Manager
Reporting to: Head of Customer Engagement

- Quick career progression
- Be a part of the Smart Home revolution
- Work with a talented and friendly team
- Lovely new office in London Bridge
- Genuine opportunity for a talented individual

If you live and breathe Digital Marketing and are looking to play a key role in a successful and rapidly expanding technology company, we want to talk to you. We are looking for a Digital Marketing Manager to develop, implement, track and optimize our digital marketing campaigns across all digital channels.

Background

Smarter is an award winning British connected home company with a product range that connects existing appliances to the internet, allowing you to control them from your phone. At Smarter we design, manufacture and distribute our products throughout Europe and the US with customers such as Currys, John Lewis and Best Buy. We are a passionate team of people based in London with plans to expand the business globally. Growing at a rate of 300% we are set to become one of the fastest growing UK technology companies.

Responsibilities

The following experiences are a must in-order to be considered for employment:

- Planning and executing digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising.
- Minimum 2 years' experience of operating paid search campaigns.
- Good knowledge of Google Analytics and other 3rd party platforms.
- Innovative mindset to enhance the company digital marketing strategies.
- Create and run marketing campaigns through digital, traditional and emerging channels.
- Measure and report on the performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Identify trends and insights, and optimise spend and performance based on the insights.
- Brainstorm and execute new and creative growth strategies.
- Plan, execute, and measure experiments and conversion tests.
- Collaborate with internal teams to create landing pages and optimise user experience.



- Utilise strong analytical ability to evaluate end-to end customer experience across multiple channels and customer touch points.
- Instrument conversion points and optimise user funnels.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- Report on activities towards targets to the company directors.

The following experience would be highly advantageous

- Experience with UK Consumer Electronic retailers.
- Experience with premium brands.
- Highly motivated with a genuine drive to succeed.
- Excellent presentation, excel and maths skills.
- Excellent leadership and negotiation skills.

Requirements

- Proven working experience in digital marketing.
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.
- Experience in optimizing landing pages and user funnels.
- Experience with A/B and multivariate experiments.
- Solid knowledge of website analytics tools.
- Working knowledge of ad serving tools.
- Experience in setting up and optimizing Google Adwords campaigns.
- Working knowledge of HTML, CSS, and JavaScript development and constraints.
- Strong analytical skills and data-driven thinking.
- Up-to-date with the latest trends and best practices in online marketing and measurement.