



Role Description

Job Title: Agency Marketing Manager
Responsible to: Agency Managing Director
Location: Working from home
The Mill, Lodge Lane, Derby, DE1 3HB
Unit 1, Elphicks Farm, Horsmonden, Kent TN12 8EL

Digital Marketing Agency / Web Development agency

Focus

The opportunity to set up and run the internal marketing effort for a specialist digital marketing agency and leading Drupal web development agency driving the growth of these two agencies.

Working alongside the MD's and Senior Managers of both agencies, plan and implement multi-platform digital marketing campaigns to support the sales effort. Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments

Time split across two agencies within the same family.

Tasks

- Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration to build agency profile and subsequent leads
- Analyse customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies and manage effectiveness of marketing activities
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and market strategies, complete with proposals and recommendations on tactics.
- Monthly management report covering all marketing relating activities, identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimise accordingly.
- Present ideas and final deliverables to internal and external teams, and communicate with senior team about marketing programs, strategies, and budgets

- Co-ordinate and manage remote events both as hosts and attendees – including subsequent evaluation
- Create marketing collateral in support of the sales effort: agency credentials, case studies etc
- In collaboration with team members create written content for industry publications, blogs, sales events, online articles, and discussion forums
- 'Own' and manage the development of both agency websites
- Use Monday.com to sync all information in a single, accessible hub

Essential criteria

- Degree in marketing, business, or related field,
- Impressive, demonstrable track record with skills/experience gained within a similar position(s), at a similar level
- Excellent written and verbal communication skills
- Proven experience developing marketing plans and campaigns and measuring return on investment
- Work effectively across a small team, working with in house specialists for the development of content and external designers
- Strong project management, multitasking, and decision-making skills
- Results-driven marketing mind with eye for creativity
- IT proficient and experienced in CRM usage
- A resilient nature with an ability to work to deadlines and apply critical decision-making skills
- Energetic, highly motivated, with an enquiring mind and passion for excellence and innovation in pursuit of business growth and success
- Excellent communication and presentation skills
- Hands-on; as comfortable developing the strategy as implementing the campaign
- Self-motivated, with the ability to work proactively using own initiative

Desirable Criteria

- Sound understanding of Digital Marketing disciplines PPC, SEO, Social Media
- Management experience
- Knowledge of GDPR compliance

Benefits:

- Competitive salary
- Manager Bonus programme
- Health Insurance (on completion of probation period)
- Contributory Pension (on completion of probation period)
- Packaged benefits programme



TDMP

“TDMP is a strategy led, digital growth agency. We are specialists in acquiring more profitable customers for our clients.

We develop and deliver innovative and effective search, social and digital strategies that drive more customers to our clients’ businesses. We work across a broad range of business sectors increasing online visibility, growing traffic, and ultimately delivering increased quality lead volumes and sales.

The team operates out of 2 offices in Derby & Tunbridge Wells and is made up of 12, including search engineers, content marketers, software developers, PPC specialists and operations management.

Our focus is on delivering outstanding commercial results for our customers across the following areas:

Digital Strategy / Organic Search (SEO) / PPC / Content Marketing /
Social Media / Reputation Management

Adaptive

“Adaptive are Drupal development and support specialists, working with a wide range of clients from large international companies and public sector organisations through to smaller start-up operations.

Our expertise lies in getting the most from the Drupal Content Management System to deliver support and development quickly, accurately, and cost-effectively. This is achieved through combining best-practice use of existing Drupal functionality and add-on modules together with our skills in developing custom modules for projects which require specific functionality not already available from within the existing Drupal repository.

We are an extremely customer-focused business and have an excellent record of customer retention because of our high levels of service. We are transparent and friendly yet highly professional and reliable.

Our focus is always on delivering the best solution for the client, playing to our technical strengths in all the relevant aspects of a project but also happy to engage with other experts in their own fields if required to deliver the best solution for a client. To that end, we have developed projects using designs from other agencies, tied Drupal into third-party services and more.