

## JOB DESCRIPTION

### DIGITAL MARKETING MANAGER

<b>Job title</b>	<b>Digital Marketing Manager</b>
<b>Reporting to</b>	Lenitha Bishop, Head of DPOs
<b>Job location</b>	Ipswich, Suffolk
<b>Salary</b>	<i>Competitive salary in line with skills and experience (up to £40k pa)+ pension + life insurance + other benefits</i>
<b>Role</b>	Permanent, full time

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#### Why join The DPO Centre?

We exist not just to be the 'best' or the 'biggest' or the most 'successful'. Our purpose is to "develop and inspire one remarkable team, to deliver the extraordinary".

Our #oneteam philosophy encourages every member of our team to have respect, adapt and deliver; to grow and to enjoy *your* journey.

We win because we are #oneteam.

The DPO Centre is the UK's leading Data Protection Officer resource centre. As a team of 40+ we provide 'fractional' (so less than part-time) outsourced Data Protection Officer resources to over 550 organisations across the UK. We also provide GDPR and NIS Representation services to organisations globally.

We offer the opportunity to work in a fast paced, dynamic and varied role, alongside other like-minded and motivated professionals within a structured, organised and co-ordinated environment.

Further details on The DPO Centre and our existing team can be found at [www.dpocentre.com](http://www.dpocentre.com).

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#### Candidate profile and job purpose

First and foremost, The DPO Centre is a service business. We look only to work with proactive, motivated, enthusiastic, customer driven, commercially aware team players, who can clearly demonstrate a passion for what they do and therefore offer an ideal fit with our core values, mission and culture.

To support our continued growth, expand our client base and consistently scale our marketing activities, we require an exceptional **Digital Marketing Manager** to help create, implement and manage our digital activities to continuously build our brand, improve awareness of our services and generate high-quality leads.

You will need to be an enthusiastic team player who is well presented, articulate and has excellent written and non-verbal communication skills. You will have a career history that demonstrates a talent for developing and implementing B2B marketing campaigns across the various digital platforms, managing external 3<sup>rd</sup> party agencies, and an inherent ability to recognise and develop commercial opportunities.

Academic qualifications are of interest, however experience, especially from within the compliance and professional services sectors will be considered of greater significance.

Whilst you are not expected to be a graphic designer or web developer, you must be highly web and IT literate, a social media marketing expert and comfortable with managing content via WordPress in order to build and, with the support of our 3<sup>rd</sup> party agencies, manage integrated campaigns across multiple platforms.

You will be an outstanding organiser and have the capacity to manage and prioritise tasks received from multiple sources and have a keen eye for detail.

You must enjoy working as an integral member of our team but also be capable of managing your own priorities and workload to deliver high quality work that meets expectations and deadlines. We operate a relaxed, fun and highly sociable work environment, but with a constantly pressured workload where we remain resolutely focussed on delivering the highest possible standards of client service.

Restrictions permitting, the post is predominantly office based in Ipswich, Suffolk.

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## **Duties and responsibilities:**

### **Digital Marketing**

- Manage the relationships with our various 3<sup>rd</sup> party marketing support agencies
- Responsibility for the performance and cost effectiveness of our SEO / PPC / LinkedIn advertising and Remarketing campaigns
- Budget optimisation and management reporting
- Performance monitoring including tracking and analytics
- WordPress content management
- CRM/HubSpot integration and lead tracking
- Email marketing – database management, tracking, analytics and optimisation
- Preevent marketing and communications for our conference, exhibition and entertainment activities
- Manage content creation to support our existing PR and communications workflows

### **General**

- General marketing support
- Providing cover for other office staff roles during absence and holidays

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## **Person Specification:**

### **Education & Experience**

- A degree level qualification or above in a relevant subject, however experience and practical knowledge is more valued than educational qualifications
- A minimum 3+ years of digital marketing experience ideally in a B2B / professional services environment
- Experience managing and co-ordinating specialist external agencies and freelancers
- Experience working with
  - HubSpot or similar inbound CRM systems

- Social Media marketing, both organic and paid (LinkedIn, Twitter)
- SEO, PPC, Remarketing
- Google Tag Manager, Analytics and a general understanding of paid media
- WordPress content management (supported by web developer)
- Ability to target our Ideal Customer Profiles (ICPs) and manage digital assets targeted at sectors and niches

**Personal:**

- An enthusiastic 'people person' and team player
- A willingness to learn, work hard, contribute to the team and develop new skills
- Ability to work independently as well as part of a team
- Unwavering & acute attention to detail

**Required skills**

- Highly organised, structured and disciplined
- The ability to work under pressure and prioritise multiple activities
- Exceptional time management skills to manage your time and meet deadlines
- Excellent written, verbal and non-verbal communication skills
- Advanced knowledge and experience of using Microsoft Office applications
- The confidence to propose new and improved processes and effect positive change

**Desired skills**

- A level of understanding of data protection and compliance regulations

**Career Progression**

- Team leadership > Senior Management

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**How to apply:**

Please apply by emailing your CV to [recruitment@dpocentre.com](mailto:recruitment@dpocentre.com).

Click [here](#) to view our Recruitment Candidate Privacy Notice.