



Inbound marketing manager. Job description.



CONTENTS

1. Reporting to	3
2. Scope of role	3
3. Main responsibilities	3
4. Key skills and experience	5
5. Key behaviours	5

This job description sets out the scope of the role of Inbound marketing manager at Fresh Egg, together with the main duties of the post at the date when it was completed. It does not include or define all tasks which the post holder may be expected to carry out. Duties may vary from time to time without changing the nature of the post or the level of responsibility. The post holder may also be required to carry out any other duties as required by their line manager.

1. Reporting to

Head of inbound marketing

2. Scope of role

To help devise and implement integrated inbound marketing campaigns across a number of assigned client accounts/enterprise accounts – these entail knowledge of SEO, social media and content. Responsible for ensuring the efficient day to day management of client campaigns including carrying out some 'hands on' elements such as analysing and drawing insight from third party analytics data, content creation and optimisation. You will also work with the different departments to coordinate campaign activity to help produce significant results across each assigned client campaign.

3. Main responsibilities

Campaign strategy

- To work closely with the Head of Inbound marketing and senior inbound marketing specialist to ensure that all client accounts are well managed by you and have strategies in place for inbound marketing campaigns. These must have specific performance targets and objectives tailored to meet or exceed the business and commercial expectations of the client
- To develop a strong understanding of the products, competition, industry, marketing goals and objectives of each of your clients
- To implement strategies from the campaign plans and roadmaps
- To actively and frequently propose new and improved inbound marketing campaign ideas
- To create email marketing campaigns

KPIs and reports

- To measure the effectiveness of the campaigns across your assigned client accounts. To achieve increases across these campaigns against the agreed key performance indicators
- To use a variety of proprietorial and third party tools to compile and draw insight from both company-specific, sector-specific and generic industry data, in order to better understand user trends and behaviour and add context to the performance on each account
- To produce monthly reports for clients containing a robust description of monthly activity, suitable advice and recommendations and a clear summary of performance against the key performance indicators and metrics agreed with the client
- To ensure all reports are of a top quality written standard and adhere to Fresh Egg brand style guidance

Client focus

- To work closely with the account management team to ensure that each client's account manager is kept up-to-speed with progress and results so that all clients receive top quality, professional customer service from both you and from the client's account manager
- To maintain regular contact with clients and provide timely and efficient responses to all customer queries
- To attend and actively take part in client meetings

Analytical and technical

- To identify on-site and technical changes and liaise with the technical SEO team as required
- To ensure your knowledge of the digital industry and changes within inbound marketing is kept up to date and relevant by networking/researching/reading blogs and news sources
- To initiate and carry out objective testing of tools, resources and techniques
- To work with the social media strategist on all social media activity
- To analyse and segment CRM data
- To write web copy, blog posts, email messages, research papers, white papers, case studies, and/or other publications as required
- To ensure traffic is driven to content assets by leveraging landing pages, social media promotions, search engine optimization, paid advertisements and more.

Best practice and organisation

- To efficiently manage your workload and accurately record your time using the company timesheet system
- To freely share knowledge, insight, best practice, tactics and ideas
- To contribute to a drive for excellence across the wider inbound marketing team and other Fresh Egg departments
- To actively contribute to the Fresh Egg blog

4. Key skills and experience

- Digital professional with experience of digital marketing within different industries
- At least one years' experience within a mid-level agency role
- A passion for emerging platforms and a full and broad knowledge of effective inbound marketing strategies and techniques
- An excellent understanding of how Google and other search engines rank pages
- An understanding of social media platforms including Facebook and Twitter
- Excellent content creation skills
- Personal experience of achieving better-than-expected results (rankings/traffic/conversions) across a number of campaigns
- Analytical, with a proven ability to interpret large amounts of information, news, data and research quickly – and distil the most important/relevant information for intelligent strategic development
- Proficient user of Google Analytics and other major third party analytics platforms
- Highly numerate and literate, with the ability to produce top quality written reports
- Blogging experience
- Proactive and highly organised, with strong time management and planning skills
- Able to meet tight deadlines and remain calm under pressure

5. Key behaviours

- Self-starter with a positive outlook
- Proactive and highly organised, with strong time management and planning skills
- Analytical and inquisitive, with excellent attention to detail
- Passionate about inbound marketing, with a general thirst for digital knowledge and a significant interest in new platforms and channels
- Passion for excellence
- Credible, confident and articulate, with excellent communication and presentation skills
- Innovative and creative, with a concise, precise and effective approach to problem solving and the ability to develop, deliver and evaluate brilliant ideas founded on rock-solid strategic thinking