

Digital Marketing Manager

Up to £45,000 plus benefits

Based: Central London

This is a fantastic opportunity for an experienced and dynamic digital marketing professional to join one of the UK's most well known and respected media brands in the UK. You will be expected to make use of all available digital channels (websites, intranet, analytics, SEO, PPC, social, et al) and lead the UK's digital marketing strategy, taking it through to delivery. Managing the company's thought leadership pipeline, you will help write, edit and proof-read marketing literature, both internally and externally, as well as helping to manage and implement integrated marketing campaigns across the full range of channels.

Our Ideal Candidate

You will be an inspirational digital marketer with experience of creating an online strategy and delivering an increase in ROI. Preferably with a B2B/B2C or Professional Services background, you will be up to date with recent digital marketing developments and have experience developing, leading and delivering targeted integrated marketing campaigns and working with CRM to optimize campaign effectiveness. You will be a self-motivated, strategic thinker with an excellent attention to detail and a strong ability to influence those around you.

Client Profile

This is an exciting time to join this award winning media conglomerate, just off the back of a hugely successful year and seeking to grow their brand and propositions even more in 2014.

. If you would like to discuss this role, or any other roles that might be suitable, please contact Andrew@mra.uk.com or call 0208 334 9921