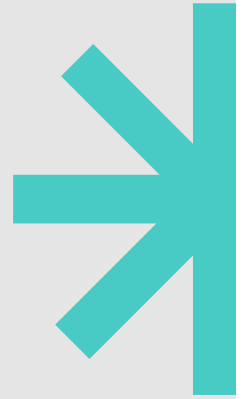


+ Digital Marketing Manager



+ Job Title and Overview

Job Title: Digital Marketing Manager

Department: Marketing

Reports To: Head of Marketing / Chief Marketing Officer (CMO)

Location: [City, State] or Remote

Employment Type: Full-time

+ About Us

At [Company Name], we are passionate about driving digital innovation. As a leading player in the [industry], we are dedicated to creating cutting-edge solutions that empower our clients and transform the market. Join us, and be part of a dynamic team that values creativity, collaboration, and excellence.

+ Job Summary

We are on the lookout for a forward-thinking Digital Marketing Manager with 8 years of hands-on experience across all digital channels. This role is perfect for a strategic thinker who can lead a talented team, drive impactful campaigns, and deliver measurable results. If you're a data-driven marketing professional with a knack for leadership, we want to hear from you!

+ Key Responsibilities

- **Strategy Development:** Craft and implement innovative digital marketing strategies that align with business goals and enhance brand presence.
- **Campaign Execution:** Lead end-to-end management of digital campaigns across SEO, PPC, social media, content, and email marketing, ensuring maximum ROI.
- **Team Leadership:** Inspire, mentor, and develop a team of junior marketers, fostering a culture of growth and creativity.
- **Data Analytics:** Leverage advanced analytics tools to track performance, analyse trends, and make data-driven decisions.
- **Budget Management:** Oversee and optimize the digital marketing budget, ensuring efficient use of resources.
- **Cross-Functional Collaboration:** Work closely with sales, product development, and design teams to synchronize marketing efforts with overall business strategy.

- **Industry Insight:** Stay ahead of the curve by continuously monitoring digital marketing trends and integrating best practices.

+ Key Requirements

- **Experience:** Minimum of 8 years in digital marketing, with expertise in paid media, performance marketing, and growth hacking.
- **Leadership:** Proven experience in managing and leading a team.
- **Technical Proficiency:** Strong skills in SEO, PPC, social media, content marketing, email marketing, web analytics, and marketing automation tools.
- **Analytical Skills:** Excellent ability to interpret data and translate it into actionable strategies.
- **Communication:** Superior written and verbal communication skills.
- **Project Management:** Ability to manage multiple projects and deadlines effectively.
- **Education:** Bachelor's degree in Marketing, Business, or a related field. Advanced certifications (e.g., Google Ads, HubSpot) are a plus.

+ Perks & Benefits

- **Competitive Salary:** We offer a market-leading salary and performance-based bonuses.
- **Health & Wellness:** Comprehensive health, dental, and vision insurance plans.
- **Work-Life Balance:** Generous paid time off, flexible working hours, and remote work options.
- **Professional Growth:** Opportunities for continuous learning and professional development.
- **Inclusive Culture:** A vibrant, inclusive, and collaborative workplace culture.
- **Innovative Environment:** Be part of a company that values creativity and innovation.

+ Application Process

We aim to make our hiring process transparent and engaging. Here's what you can expect:

1. **Application Submission:** Send your resume and a cover letter to [email address] with the subject line "Digital Marketing Manager Application - [Your Name]".
2. **Initial Screening:** Our talent acquisition team will review your application and contact you if your experience aligns with our needs.
3. **Technical Interview:** A deeper dive into your technical skills and experience with a member of our marketing team.
4. **Panel Interview:** Meet with cross-functional team members to evaluate your fit within our culture and team dynamics.
5. **Final Decision:** We will inform you of our decision promptly. If selected, we will extend a formal offer and discuss the next steps.