

SEOGadget: We Do Better Search Marketing

JOB DESCRIPTION

Title: Marketing Manager

Salary: £30,000 - £45,000 pa

Location: London, UK with occasional international travel

THE AIM OF YOUR ROLE

As Marketing Manager your role will be to maximise our reach in established markets and discover opportunities to make our brand known in new ones.

In the immediate stages of your role, you will create a cohesive strategy which will include brand strategy for the international markets we trade in.

You will build awareness of our brand by developing our onsite content, social presence, email subscription rates, running events and winning coverage in the marketing press.

You will report on a monthly basis to the entire group on our marketing efficacy and involve the input of key stakeholders in your research, messaging and campaign execution.

Ultimately, your KPI will be new leads and coverage generated in the pursuit of our ambitious growth plans in the UK and USA.

RESPONSIBLE TO: FOUNDER



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RESPONSIBLE FOR:

1. Developing a complete and cohesive brand marketing strategy compatible with the needs of our growth plan
2. Using the many expert input sources across the business to plan and execute a content strategy and editorial calendar for our site
3. Grow our social presence and develop our email marketing list in the UK & US
4. Work on SEOGadget's new website, develop product pages, promote our live portfolio, develop case studies and awards entries
5. Develop and maintain consistent branding across all of our production assets in the UK and US
6. Managing and scheduling resources for content requests including supporting our San Francisco team

REQUIRED SKILLS

- Undergraduate degree in Marketing or related field or equivalent sales and marketing experience
- Thorough understanding and experience of marketing consulting or agency services
- Experience in digital marketing disciplines such as SEO or paid search.
- Must possess a thorough understanding of content marketing
- Knowledge of market research processes and statistics
- A strong working knowledge of experience design, brand development, interactive commerce and creative process
- Comfortable with press and industry blog outreach, able to develop assets for promotion (case studies, white papers)
- Creative writing and willingness to write or edit technical or content marketing inspired articles
- An ability to negotiate, overcome roadblocks and get things done