

Digital Campaign Manager

Job Purpose

To create and manage the online presence across all digital platforms for our new aparthotel brand Locke ensuring the brand is correctly and positively reflected and online sales revenue and opportunities are maximised.

This includes the day to day management of the website associated platforms - ensuring increasing optimised visitor traffic and resulting commercial activity.

There is a strong emphasis on team working across the business, in particular with the revenue, e commerce and digital team leaders and also with the offline marketing team to ensure the effective and consistent delivery of on-brand campaigns with clear messages supporting our long terms strategic objectives and delivering short term tactical solutions.

Reporting to Head of Digital

Key Duties & Responsibilities

Brand Guidelines

- Keeper of the brand guidelines - "religious zeal" approach to ensure they are lived and used wherever relevant and that they are kept correct and up to date at all times

Campaigns and Content

- Creating, developing, managing and delivering a broad content plan that spans all media formats and satisfies:
 - SEO activity/best practice
 - Inspiring and interesting customer/user content
 - B2B campaign collateral
 - B2C campaign collateral
 - Affiliate and linking opportunities back into the business
- The development of creative campaigns that raise awareness of the product, and address seasonal opportunities. This will involve working very closely with the revenue, e commerce, reservation and operational teams across the business
- Keeping blogs current and relevant
- Brand partnerships and sponsorships. Establish relationships with influential brands, artists and bloggers that have an existing following within our target markets
- Plan and execute pop up events to engage influencers and media

Website

- Manage the website to focus on:
 - Driving increased numbers of relevant unique visitors
 - Optimising revenue, sales and lead opportunities for the business
 - Ensure ranking of site for all key search terms
- Ensure all website content is unique, correct, fresh and relevant
- Creating and uploading all property description content and managing differentiated copy for any third party sites
- Collaborate with internal teams to create landing pages and optimize user experience
- Proactively organise and execute outreach activity with appropriate business to support SEO activity, content, potential affiliate marketing relationships and customer/guest experience opportunities
- Plan, execute, and measure experiments and conversion tests to enhance and simplify the customer journey to maximise bookings and revenue. Instrument conversion points and optimize user funnels, identifying opportunities to change and improve and report back on results

Social Media

- Design, build, grow and manage the social media presence across all key platforms including Instagram, Twitter, Snapchat, Facebook, Pinterest, Tumblr, Vine and Periscope - ensuring content is on brand, relevant and integrates where appropriate into overall campaign and content strategies

E mail Marketing

- Create and deliver e campaigns as required by the business to maximise awareness and sales from the database
- Effectively use the e mail client tool to deliver and report back on each campaign
- Work with the Digital Manager to manage the database, keeping the data fresh and current

Reporting

Produce reporting as required by the business that updates and analysis's on all online marketing activity

General Marketing / Administrative duties

Providing full support and cover for other campaign managers and offline marketing roles including event support when required

Core Skills

Creative thinking
Communication - specifically written
Attention for detail
Management
Planning & organising
Analytical

Experience & Qualifications

Previous digital marketing experience is essential
Very good working knowledge of Adobe suite - particularly InDesign
Use of CRM system such as Microsoft Dynamics
Strong working knowledge of social media platforms such as Instagram, Twitter, Facebook, Vine, Periscope, Snapchat, etc.
Good working knowledge of Google Analytics and the ability to interpret and use the info

Location/Role specific

Based in either London or Bristol, there will be a requirement to travel between the two locations on a regular basis

Core business hours 9am-5.30pm, but a flexible approach will be required to support events and the needs of the business and brand

Monitoring Social Media activity and presence out of hours is fundamental to the role