

## Digital & CRM Marketing Manager

**Job title:** Digital Marketing Manager

**Purpose:** To play a crucial role in expanding Tower Supplies digital footprint, enhancing our online presence, and driving lead generation for the business.

**Lines of Communication**

- Upwards – Head of Marketing
- Laterally – Brand Manager, Junior Brand Manager/Coordinator, Business Development Manager, Design Manager
- Divisional Managing Directors (Sales)

**Hours of work:** 40 hours per week 08:00 – 17:00 Monday – Friday

**Location:** Yarrow Road head office

### Core Responsibilities

#### Live the Tower values:

- Role model. Understand our values and manage behaviour accordingly.
- Celebrate success. Recognise when others get it right.
- Reinforce our values. Speak up when Tower's values are challenged
- Show brand customer passion. Bring a fascination for customers and brands
- Demonstrate integrity. Earn the respect and trust of those you work with
- Show pride in working for Tower. Be rightly proud of your own and the teams' accomplishments.

### Duties

#### Digital Marketing Strategy

- Develop and execute a comprehensive customer-focused CRM digital marketing strategy to support business growth and lead generation objectives.
- Collaborate with the Brand Marketing Manager to align content strategies with overall marketing goals.
- Plan and optimise multi-channel marketing campaigns.
- Craft a market leading end-to-end customer experience, ensuring every touch point represents the Tower brand.
- Reduce acquisition costs and work our existing customer base harder.

#### Campaign Management

- Plan, implement, and manage social media campaigns, particularly on LinkedIn, to reach target audiences effectively.
- Manage and optimise paid advertising campaigns on LinkedIn and Google Ads.

- Work with the Brand Marketing Manager to develop marketing funnels and lead nurturing strategies.
- Monitor and improve the performance of campaigns based on KPIs, ensuring consistent optimisation.

#### CRM and Email Marketing

- Manage the CRM email marketing system, including list segmentation, email campaign development, automation, and analytics.
- Implement lead scoring, nurturing, and lifecycle marketing programs to improve conversion rates.

#### Paid Ads

- Manage performance marketing freelancers, setting targets and scrutinising the performance of our Google Ads.
- Own LinkedIn Ads funnels, overseeing creative implementation with the Brand Marketing Manager.

#### Analytics and Reporting

- Track, measure, and report on the performance of all digital marketing campaigns.
- Use analytics tools to provide insights and recommendations for improving campaign effectiveness.
- Monitor key performance metrics, including ROI, lead conversion rates, and customer acquisition costs.

#### Collaboration and Communication

- Work closely with the Design Marketing Manager and Content Marketing Manager to ensure consistency in messaging and visual identity across all digital channels.
- Keep up to date with digital marketing trends, including AI advances and share relevant insights with the team.

#### **Operational**

- Become knowledgeable in our sector, the retail industry and product categories
- Implement and support a culture of on-time, on-plan, on-budget execution
- Support the building of required capabilities (ie. insights & planning, CRM, media, campaign delivery, activity ROI reviews)
- Actively support a data and fact-based approach to business decision making.

#### **People**

- Be part of a high performance and accountable marketing function
- Commit to your own continued professional development through engagement across the business and staying abreast of latest brand and customer thinking
- Drive effective communication between Marketing and the rest of the business
- Contribute to the development of your colleagues through mentoring and coaching

## Experience

- Proven digital marketing background, preferably in a B2B environment.
- Expert knowledge of CRM and Email marketing strategies including automations or flows.
- Strong understanding of marketing funnels, lead generation, and customer journey mapping.
- Expert knowledge of content management and digital platforms (GA4, LinkedIn Campaign Manager, Google Ads, email automation tools).
- Experience with LinkedIn marketing and Google Ads campaign management.
- Experience of running A/B testing.
- Knowledge of digital marketing attribution tools.
- Experience of SEO initiatives, including building a strategy, reporting on success and managing an agency/freelancer.

## Skills

- Excellent analytical skills, with the ability to interpret data and provide actionable insights.
- Strong project management skills and the ability to manage multiple campaigns simultaneously.
- Strong communication skills, with the ability to work across functions.
- Creative mindset with a proactive approach to solving marketing challenges.

## Behaviours

- Place customers at the centre of everything we do
- Behave as one team, one company and be aligned. Make the Company mission on behalf of our customers your mission and align with our organisational values
- Speak your mind, challenge and advocate for marketing and the customer
- Be accountable for your own mandate. Look internally first for the reason 'why'
- See failure as an opportunity learn and do things differently next time
- Be data-driven and focussed on defined outcomes. But if the data isn't available, go with the logic and trust yourself
- Have a bias for action, pursue performance excellence ('get stuff done and do it well')
- Build your own and others' capabilities (read about and study marketing!)
- Review performance regularly
- Work safely, neatly and tidily to Tower Supplies and OH&S standards

Last updated: November 2024