**Digital Marketing Manager**

Reporting to: Content Director

Location: Holywood, N. Ireland

**What we’re all about:**

Our mission is to be a trusted strategic partner to our Clients. We are creatively restless, respectful, fearless, innovative, invested and always effective.

As a fully-integrated Agency, we offer Strategy, Advertising, Design, Digital, Videography, Media and Branding, as well as PR through our sister company LK Communications – and that’s just scratching the surface.

More than that, we’re all about our people. Inside our offices, you’ll find a friendly and collaborative group of innovative professionals all striving for the same goals – to create brilliant work, exceed expectations, and deliver spectacular results for every Client.

Interested in working alongside industry experts on some of the UK & Ireland’s best-known brands? Enjoy a flexible, collaborative and stimulating work environment? Ready to drive your career forward with an ever-growing, innovative company? Then this is the place for you!

**Who we’re looking for:**

The Digital Marketing Manager will be immersed in all aspects of social media management including content creation, social advertising and analytics. The Digital Marketing Manager will be responsible for generating and implementing creative social media strategies that generate excellent results for clients.

You’ll have excellent copywriting skills and have a strong understanding of what makes great content on social media channels. You will need to be passionate about social media and be knowledgeable about emerging platforms and trends.

# What you’ll be doing:

* Creating and managing digital marketing and social media campaigns for a wide range of clients.
* Researching, creating and distributing impactful content on multiple social platforms.
* Analysing performance of social content in line with KPI’s and constantly seeking ways to improve campaign performance.
* Creating and monitoring social media adverts on Facebook, Instagram, Twitter, Snapchat, Pinterest and LinkedIn.
* Working with the wider team to develop creative social media extensions for integrated advertising campaigns.
* Managing client relationships and budgets for social campaigns.
* Overseeing the design of social media imagery and video content.
* Writing website content and updating via content management systems.
* Perform any other duties as may reasonably be required from time-to-time.
* Participate in training and development opportunities, staff performance appraisals and reviews as required.
* Comply with Data Protection Regulations regarding safeguarding sensitive customer information at all times.
* Perform the job in accordance with the company’s policies and procedures.
* Adhere to and support all other company policies, procedures, processes and working practices, including adhering to best practice.

***The job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of the changing needs of the business.***

**What you need: Digital Marketing Manager**

**Essential**

Qualifications

3rd level qualification in a related subject

Experience

Minimum 2 years’ experience in a similar role.

Demonstrable track record of running successful paid social media campaigns.

Experience setting up and managing social media adverts.

Working knowledge of analytics tools such as Facebook insights and Google Analytics.

Skills/Knowledge/Competencies/Disposition

Excellent understanding of social media platforms.

Effective written communication and presentation skills with meticulous proof-reading skills.

Strong creative thinker.

Ability to work under pressure and to tight deadlines.

A team player who is comfortable working in a collaborative environment.

Other Requirements

Flexible and adjustable with the ability to work additional hours when required.

* Proof of eligibility to work in the UK.
* Satisfactory employment references. One should be your current or most recent employer.

**Desirable**

Experience

3 years’ experience in a similar role.

**Additional information:**

**Closing date:** the closing date for CVs will be as listed via the recruitment channel. Late CVs will not be considered.

**Shortlisting:** only candidates who clearly demonstrate how they meet the essential criteria will be shortlisted. The panel reserves the right to apply all or part of the desirable criteria at the shortlisting stage.

**Reserve list:** a reserve list of candidates may be maintained for the purpose of any similar vacancies (temporary or permanent) that may arise within 12 months of this recruitment process.

**Employment offer:** any employment offer is subject to satisfactory completion of two employment references, proof of right to work in the UK and proof of any required qualifications.

***Ardmore is an equal opportunities employer and welcomes applications from all sections of the community. All appointments will be made on the basis of merit.***