

Job Title | Digital Marketing Manager

Reporting to | Sales Manager

Location | Nylacast World HQ, Leicester, LE4 9LN

Hours | 08:30–17:00 (Mon-Fri), 1-hour lunch

The Company

The Nylacast Group are a worldwide leader in the design, manufacture and supply of engineering plastic solutions, with a global brand presence and 9 worldwide locations. We are recruiting a Digital Marketing Manager to deliver further growth and brand presence.

The Role

The role of the Digital Marketing Manager is to support the Senior Leadership Team in overseeing the company's marketing campaigns, both internally and externally across all 4 group companies.

Playing a key part in developing the group strategy, this is an excellent opportunity for an individual to take a "hands on" ownership of marketing projects, becoming our champion of all things digital.

Main duties of the Digital Marketing Manager include, however not limited to:

- Day to management, coaching & leadership of group marketing team
- Creation & delivery of the annual group marketing plan to set budgets
- Building, implementing, and reporting on digital marketing campaigns including email, social and pay per click (PPC) advertising to generate, and track, leads.
- Develop new concepts and ideas making use of appropriate multi-media for product promotion and marketing materials to major accounts by market sector
- Managing the creation campaigns, visuals & copy content from 3rd party suppliers & internal marketing team.
- Planning and project management of off-line campaigns & marketing events.
- Design & creation of new product literature, adverts & presentations.
- Development and implementation of internal marketing initiatives.
- Writing copy for multiple marketing activities including web, email, social, articles and print.
- Manage company websites & social to develop audiences and report on growth.
- Undertake market research and competitor analysis.
- Communications CRM and lead database management.
- Produce timely and accurate campaign and lead generation report dashboards for the wider Senior Management / Sales team as required.

Experience & Requirements

- Forward-thinking and proactive mindset, willing to take ownership of new challenges.
- Previous demonstrable experience in a similar marketing role.
- Ideally, hold a 1st or 2:1 degree, or professional qualification, in marketing.
- Working knowledge of digital marketing platforms including SEO, PPC & Email Marketing.
- Strong communicator, ability to liaise with colleagues at all levels and lead meetings.
- Excellent copywriting skills and experience with a keen eye for detail.
- Working knowledge of social media and campaign planning.
- Excellent IT skills including Microsoft Office Suite, Adobe CC, Google Ads & CRM platforms.

The successful candidate must have a Full UK Driving Licence & be prepared to travel when required, being flexible and responsive in support of the business needs.

Nylacast operates Equal Opportunities and Non-Smoking Policies.

Ref No: DMMSep2021