



Digital Marketing Manager

 Exeter, EX1 1QR / Hybrid

Permanent Contract

Salary: DOE

Reports to: Head of Marketing Services



Life at Air...

Every day brings something new at Air Marketing and we are always ready to respond with our A-game. We are a team of ambitious individuals with a genuine desire to inspire and drive one another.

Enjoying our work is especially important at Air - a fast paced, caring and collaborative environment helps us to mould the best possible working culture for each and every one of us.

With hybrid working on offer (we all love being in our awesome office but we understand times have changed), additional holiday allowance, monthly social events and some other great benefits at our fingertips, Air is a fantastic place to work.

The Role

As our Digital Marketing Manager you will be responsible for planning, delivering, and managing high-performing digital marketing campaigns. You will be passionate and experienced in a variety of digital channels, analysing campaigns and providing expert advice and guidance to clients to ensure their campaigns provide measurable ROI.

You will also be responsible for delivering an exceptional level of service, ensuring digital campaigns run smoothly, deadlines and budget are met, and objectives are hit. We offer our clients a true partnership, providing direction, guidance, and execution of their marketing activity. We believe in results-driven marketing that has meaningful and tangible benefits.

You will uphold company values and be responsible for assisting with achieving company goals and targets. You will be valued, challenged, rewarded and you'll have fun in this fast-paced environment.

Responsibilities

- Lead on the development and execution of digital marketing strategies, assets and collateral, including creative client concepts
- Oversee the creation and distribution of high-performing, dynamic content across digital channels liaising successfully with the internal team or external freelancers where required
- Manage campaign budget allocation and monitor budget spend in relation to KPIs and ROI
- Utilise advanced analytical tools to measure campaign performance
- Collaborate with the team and present performance reports to key stakeholders with actionable insights
- Make data driven decisions in adjusting campaign strategies and overall campaign direction to maximise results and increase ROI
- Identify and capitalise on upselling and cross selling opportunities within the client base
- Project manage a portfolio of digital clients and projects
- Build and maintain strong client relationships, acting as their main point of contact for digital campaigns and projects and supporting Account Managers on integrated accounts
- Oversee and manage a high performing digital marketing team with autonomy, guiding and mentoring the team in their development
- Support new business opportunities with expert marketing input from a Digital perspective
- Provide expert, strategic advice both internally and client facing

Benefits

- Competitive salary
- 23 days holiday (plus bank holidays) + increase with length of service
- Friendly social office environment with regular paid company events
- Work-from-home days
- Fun and healthy working environment with refreshments provided
- Monthly company lunch
- Wellness program

Requirements

- Minimum of 2 years of experience in a similar Digital role
- Proven experience in building successful digital marketing campaigns
- Strong experience in the setup and management of Google Ads, Meta ads, SEO strategies, email campaigns and website development
- Excellent knowledge of digital marketing with a passion to learn more
- Exceptional attention to detail
- Strong project management skills with the ability to collaborate with others to deliver projects and reach deadlines
- Excellent communication skills with both the internal team and with clients
- Unrivalled work ethic
- Ability to collaborate effectively
- Committed to learning, training, and development
- Ability to be highly-effective when working in a fast-paced, deadline driven environment
- High levels of professionalism
- Competency using digital software, online tools and platforms as well as Microsoft products (Outlook, Word, Excel etc.)

Measures of Success

- Strong campaign performance – hitting / exceeding set KPIs & benchmarks
- Increased client retention

To apply

Sound interesting? Great! **Click here** to apply by filling out the on-page form.