**Job Description**

**Job title:** Digital Marketing Manager

**Department:** Business Services

**Location:** Manchester or Leeds

**Reporting to:** Senior Marketing Operations Manager

**Hours:** Full-time

**Contract:** Permanent

**Salary:** Competitive, provided upon request.

**Works with**: Marketing team/ Partners and Lawyers across the firm

**Benefits:** 29 days’ holiday per annum inclusive of 4 days’ compulsory leave to be taken during the Christmas office closure, plus all public and bank holidays; contributory pension scheme; life assurance (4 times annual salary); interest free season ticket loan; childcare vouchers; cycle to work scheme.  We also have annual social activities and genuinely pride ourselves on having a supportive and friendly culture.

**Overall purpose of the role**   
The Digital Marketing Manager will lead the development and execution of the firm’s digital marketing strategy. Managing the performance of the firm’s digital channels including social media, websites and digital advertising. The Digital Marketing Manager will drive growth through both B2B and B2C channels, delivering measurable results across the firm’s practice areas.

**Main duties and responsibilities**

Strategic Leadership and Planning

* Develop and implement the firm’s digital marketing strategy ensuring alignment with the firmwide marketing strategy and identifying innovative growth opportunities
* Lead website development initiatives and optimisation across main site and microsites
* Building and maintaining the Leigh Day brand across all social media channels
* Oversee budget planning, allocation, and ROI tracking across all digital channels ensuring alignment with marketing campaigns
* Lead social media strategy and content direction across all channels
* Lead on the account management of suppliers and agencies

Digital Marketing Operations

* Creating digital campaigns to market claims and services across practice areas with a focus on lead generation for group claims
* Drive performance and optimisation across paid search, paid social, display advertising and SEO
* Measure digital performance against agreed KPIs; producing regular insights and reports to suggest and implement iterative improvements to our digital marketing
* Benchmark our digital performance against our competitor landscape, advising on tactics to improve the firm's positioning
* Provide digital marketing training and mentoring to team members
* Work with internal stakeholders to understand targets, forecasting, target audience and budgets, educating and informing legal teams as required.
* Line manage one or more individuals, ensuring their workloads are prioritised and their professional development plans are agreed and progressed

Cross-team and Firmwide Collaboration

* Collaborate closely with departmental marketing teams and communications team to improve performance of their campaigns and ensure alignment with firmwide objectives
* Collaborate with internal teams to optimise customer experience and ensure brand consistency
* Work collaboratively with the eCRM Manager to use analytics and A/B testing to optimise UX and CRO across all our digitals channels and emails, creating a distinctive and consistent end-to-end experience of our brand across diverse digital channels
* Work with senior and operational team members to document processes, with regular testing, review and development to increase operational efficiency and discover the benefit of new and emerging digital channels
* As an active senior member of the central marketing team, contribute to the development and reinforcement of our culture and processes.

**Essential Experience**

* Demonstrable expertise across digital marketing
* Genuine interest to work with a leading claimant law firm and passionate about providing access to justice for all
* Proven track record in managing successful paid search, paid social, and display campaigns
* Demonstrable experience in website management, CRO, technical SEO and UX optimisation
* Strong understanding of key SEO principles and knowledge of latest algorithm updates
* Proven ability to communicate accurately, clearly, and concisely, in writing and verbally
* Strong analytical skills with experience in digital performance optimisation and comfortable using GA4 and other BI platforms
* Skilled in the technical implementation of tracking via Google Tag Manager and other third-party platforms
* Demonstrable experience of working within a busy environment and independently managing projects on tight deadlines.
* Demonstrable experience in building strong working relationships with both senior stakeholders and team members.
* Proven ability in demonstrating patience, resilience and flexibility whilst managing daily tasks and stake holder relationships
* Professional with a strong commitment to customer service
* Problem solving approach and ability to use initiative to handle novel situations which may not be straightforward.
* Excellent level proficiency in working with MS Office (PowerPoint, Excel, Word, Outlook), HTML & CMS platforms.

**Desirable Experience**

* Line management experience
* Experience of project managing web development project
* Proactive problem-solver with attention to detail
* Social media expertise within context professional services.
* Experience of integration between website (ideally Umbraco) and a CRM system
* Passionate about digital innovation and best practices
* Excellent written and oral communication skills

**What We Offer**

* Opportunity to drive digital growth in a leading law firm
* Scope to implement innovative digital marketing strategies
* Professional development and training
* Collaborative and supportive team environment