

We are looking for an experienced Digital Marketer who is passionate and committed to developing our digital marketing presence. You will be working within an experienced and well established Law Firm, reaching out to our new and existing clients, whilst working with our Directors and external consultant to grow our brand and showcase the outstanding service we offer through our dedicated team.

As the firm's digital marketer, your key responsibilities will include

- To plan, implement and deliver activity across various digital marketing channels to generate quality leads, looking at objectives, goals, metrics, define best practices, standards and processes to drive successful client acquisition and current client upsell opportunities.
- Planning and delivering digital marketing campaigns and automated funnel processes. You will be working across all departments to plan and implement a full range of digital content and be familiar with Active Campaign and all stages of the marketing automation process
- Integrated Campaign Development. You will execute an integrated mix of email, direct mail, digital, lead-nurturing and content marketing campaigns for lead generation, including emails, landing pages, calls-to-action and content
- Development of online lead generation strategies including taking the lead on our digital advertising activity on various platforms in due course
- You will have a good understanding of the customer journey and deliver a seamless online experience for clients from initial awareness, leading them through the process and their resulting contact experience/engagement with our team
- Analyse channel performance on a regular basis including reporting and spotting opportunities to improve on ROI through our leads platform
- Ability to analyse and adapt communication performance against objectives
- To work with wider teams to ensure digital content and tone voice is on brand ensuring it's optimised for SEO purposes to generate relevant traffic
- Implementation of multi-channel digital conversion strategies
- Writing and designing marketing and promotional material for a variety of audiences including for use across our social platforms to increase engagement
- Engaging with our team to develop relevant content and creating related social graphics and material to support key topics and promotional activity
- Updating our WordPress websites and managing firmwide mailing lists, ensuring the main website is constantly updated and working closely with all departments to deliver their own content objectives
- Strengthening AFG LAW's reach across multiple social platforms, engaging with visitors and being the initial voice of AFG LAW.
- Creating and writing our quarterly newsletter, liaising with HR and other staff to ensure news is included and shared

Key skills you will need and your experience to date

- After significant ongoing investment in the website, it is vital that you have a successful track record in delivering through digital channels
- You will have an understanding of SEO and it's impact and will work with our SEO agency on our WordPress website, keeping things updated and monitoring performance
- You will be energetic, focused and target driven and eager to apply and build upon your existing digital marketing skills as technology evolves and new ways of generating leads become available
- As our digital marketer, you will be instrumental in the growth of our firm and therefore must be highly articulate and able to influence in a cross-functional team environment
- You will have proven ability of managing digital assets as repurposing our content across channels is essential
- You will be technically competent across a range of marketing software and platforms and able to pick up new technology easily
- You will have experience of developing multi-touch marketing campaigns and be able to plan and implement automated marketing campaigns, planning sequential contact and "what if" scenarios, ensuring our funnels are seamless and professional with an emphasis on conversion
- You will have excellent communication and organisational skills and a passion for marketing and a commitment to ongoing learning and development
- Your experience of generating creative branding documents and imagery will sit alongside your outstanding attention to detail
- You will enjoy building professional relationships and networking online and have the ability to interact with a variety of stakeholders as the voice of AFG LAW
- You are able to work in a fast-paced environment while balancing strategic, tactical and analytical responsibilities, often with the need to react quickly to a situation
- You can work independently and as a team player with the confidence to take the lead and guide agency relationships and other employees when necessary
- You will have in-depth knowledge and experience of lead generation and direct response campaign strategy and execution; including email and direct mail marketing, lead nurturing, and marketing automation
- You can juggle multiple projects at once and work to priorities and deadlines
- You will have excellent written and verbal communication, interpersonal, and organisational skills

Criteria, qualifications and evidence of delivery

- Educated to degree level (Marketing and/or Digital Marketing) or equivalent qualification or work experience in a relevant area
- Significant experience of managing digital marketing campaigns and you can produce clear evidence of successful campaigns that you have implemented and managed including where appropriate the meeting of targets and conversion data
- Demonstrated success in building brand presence online, preferably within a professional service environment but not essential
- Well developed people management skills and experience of managing cross-functional project teams
- Excellent organisational, interpersonal and communication skills
- Strong writing skills with ability to produce compelling copy
- Proof reading and editorial skills with a good eye for detail
- Astute and articulate
- Strong analytical and ICT skills
- Ability to work on multiple projects at the same time
- Ability to work as part of a team and individually
- Excellent time management and prioritisation skills

Working interview

- You will be required to produce copy and illustrate how you would repurpose that material
- You will be required to present to our directors and marketing consultant your vision for our digital strategy and why you are the best person to deliver that strategy

Your benefits package:

- 25 days annual leave, plus bank holidays
- Additional leave for length of service
- Personalised development plans
- 1-day annual leave for birthday
- Competitive salary based on your experience
- Employee engagement Days
- Christmas company shutdown
- Attendance bonus
- Recharge day