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| Job Title: | | Digital Marketing Manager | | Location: | | Rail House |
| Department: | | Commercial | | Reports to: | | Head of Marketing & Revenue Growth |
| HR Contact: | | Joanne McEnroe | | Financial Accountability: | | Approximately £80K |
| People Responsibility: | | 1 x Digital Marketing Assistant | | Is this role safety critical? | | No |
| Does the role have a dedicated deputy? | | Yes | | Name if Yes | | Digital Marketing Assistant |
| Select the management level: | | Middle Manager | | | | |
| 1. Context of the Role: | | | | | | |
| Purpose of the job  Reporting to the Head of Marketing & Revenue Growth, the Senior Marketing Manager develops and delivers Merseyrail’s digital marketing strategy, from creating and optimising online adverts to developing the new Merseyrail website. The role is part of a revenue generating team and activity contributes towards the achievement of passenger revenue targets.  Job accountability   * Deliver the digital elements of all marketing activity, ensuring the most appropriate channels are used to engage passengers and to achieve the ambitious revenue growth targets set by the business. * Drive the marketing social media strategy, ensuring relevant content is communicated to a variety of target audiences through the most appropriate channels. * Deliver digital marketing communication campaigns to improve passenger experience, particularly during major events and planned service disruption. * Lead emarketing activity including building an email plan, designing content, developing the email and using analytics to grow the database and engagement. * Manage the digital content strategy for all channels including the leisure portal - DestinationMerseyside.com. * Use digital analytics to measure marketing activity and influence future strategies. * Manage all paid for digital advertising, including social media advertising, and work closely with the Customer Services Manager to support the Passenger Social Media Strategy. * Collaborate with the Marketing Manager and Revenue Growth Manager to share data and insights, to ensure agile, effective activity is being delivered. * Lead the development of the new Merseyrail website, including working with the website agency and key internal stakeholders to ensure the deadline of Spring 2023 is met. * Lead on a refresh of the Merseyrail app to meet the standards set by the new website. * Continually review and improve Merseyrail’s digital channels including social media, emarketing, website and the app to ensure Merseyrail remains current. * Fulfil partnership commitments through digital channels such as joint promotions, competitions and content. * Monitor passenger perception using digital reporting tools and share findings with the business. * Continually develop the marketing CRM strategy, to drive revenue growth and improve passenger communication. * Drive innovation and identify new technologies to improve passenger communication and enhance experience. * Build effective relationships with agencies, ensuring quality and a strong return on investment. * Manage the digital marketing budgets, ensuring they are spent effectively and value for money is secured. * Manage and continually develop the direct report(s). | | | | | | |
| 1. Role Essentials | | | | | | |
| Decision making authority   * Responsible for creating digital content for all digital channels. * Allocating spend to multiple digital channels and managing paid for activity. * Translation of digital analytics. * Direction given to direct report (s). * Management of digital agencies. * Oversee the delivery of revenue generating and partnership activity. * Management of creative and media agencies.   most challenging/difficult part of the job   * Managing the varied workload and ensuring multiple deadlines are met. * Stakeholder management. * Staying ahead of the continually changing digital landscape. * Ensuring that all revenue generating marketing activity is delivered and optimised. * Overseeing the high quality delivery of passenger communications.   principle accountabilities   * Lead on the development of the new Merseyrail website. * Manage the success of and continuous improvement of Merseyrail’s digital channels (social media, emails, website, app, station digital screens, content strategy, video, optimised and targeted advertising). * Continually engage and grow digital audiences through multiple platforms, including the Merseyrail website, app, social media channels and station digital screens. To increase passenger journeys, associated revenue and to improve the passenger experience. * Ensure the most effective paid for media channels are utilised to engage target audiences and budget is spent sensibly and effectively. * Ensure Merseyrail’s brand reputation is protected and enhanced through social media activity, ensuring the most appropriate channels are used to engage target audiences and all activity is measured. * Manage passenger data and drive the strategy to grow contacts and deliver targeted, segmented e-communications to increase revenue growth. * Set KPI’s for all marketing activity and use digital analytics to measure. * Use market research, revenue analysis and digital analytics to build passenger profiles and to deliver targeted digital marketing campaigns. * Deliver digital support for partnership, event and sponsorship activities, building effective relationships with external stakeholders and securing reciprocal promotion. * Work closely with Merseyrail’s Marketing Manager to ensure off-line marketing activity is supported digitally. * Influence other departments involved in the delivery of social media activity and digital communications to ensure ‘one voice’ is used across channels and relevant information is communicated. * Ensure passengers can easily access travel information through digital channels, particularly during major events and planned service disruption. * Communicate digital marketing activity internally across the business when relevant, working with the Employee Communications Manager and utilising internal channels such as The Loop and Facebook. * Provide expert advice and support to other departments across the business requiring digital support. * Drive innovation by continually evaluating Merseyrail’s digital channels and introducing new technologies, channels and enhancements when required. * Build effective relationships with external agencies, ensuring talented resources who provide a strong return on investment are procured. * Manage and develop direct reports, conducting regular 1:2:1s and PDRs.   KEY SAFETY ACCOUNTABILITY  Safety is everyone’s responsibility within Merseyrail. You’re responsible for your safety and the safety of others such as colleague’s and passengers. As an employee you’re expected to understand and apply our safety values and ensure they are visible in all you do.  experience, knowledge, qualifications and training   * A degree or equivalent qualification relevant to the role. * At least 5 years’ experience of working in a busy marketing department. * A background * Proven experience of developing and managing digital channels, including website, apps, e-communications and social media. Experience of buying digital media and managing the process from end to end. * An impressive knowledge of social media channels and experience of utilising multi-channels on behalf of an organisation. * The creativity to develop effective digital activity to support general marketing campaigns. * Remarkable analytical skills to measure all marketing activity effectively. * The ability to gain insight into audiences using digital channels. * The tenacity to manage and optimise relationships with external agencies. * The capacity to develop effective relationships with internal and external stakeholders. * Excellent copy writing skills and exceptional attention to detail. * The talent to develop direct reports. | | | | | | |
| 1. BEHAVIOUR ESSENTIALS   **Please refer to “Your PDR Discussion Employee Guide” for further detail on “what good looks like” for this Grade level.** | | | | | | |
| Values and Behaviours | | | How will I be measured? | | | |
| genuine   * Welcoming * Build trust and respect * Consistent and honest * Understands the customer * Respectful * Straight forward | | | * By building effective relationships internally and with stakeholders and agencies. * Click here to enter text. * Click here to enter text. | | | |
| Professional   * Solution orientated * Accountable * Delivering to promises * Make things hassle free | | | * By delivering the digital marketing strategy and contributing to the team achieving the ambitious growth targets set by the business. * Click here to enter text. * Click here to enter text. | | | |
| proactive   * Innovative * Trust our people to deliver * Embrace change * Decisive | | | * To think innovatively and introduce new channels and technologies that will drive revenue growth and improve passenger experience. * Click here to enter text. * Click here to enter text. | | | |
| inclusive   * Connected thinking * Stakeholder management * Promoting diversity * Enabling our people to excel | | | * By building effective relationships with external partners who can offer reciprocal promotion that will increase revenue growth and improve passenger experience. * Click here to enter text. * Click here to enter text. | | | |
| Last Updated By: | Sarah Williams | | Date | | 04/10/2022 | |