

Digital Marketing Manager

Livingston, Edinburgh, UK

COMPANY BACKGROUND

WFS, is currently looking for a Digital Marketing Manager to join our expanding Marketing function.

WFS's patented Subsea Internet of Things (SIoT) technology reduces offshore risk and cost while increasing production through networks of smart wireless sensors and devices, edge computing, cloud architecture and data analytics software.

The Digital Marketing Manager will be a key senior person in the marketing team and will be reporting into the CMO. They will be a driven leader with experience of multi-channel marketing and a solid understanding of digital marketing channels and graphic design in order to develop, implement and evaluate the firm's digital marketing, and feed into the overall global marketing strategy.

RESPONSIBILITIES:

- Web site: architecture, design and support
- Lead Generation Tools: Manage the integration of the firm's website and lead generation tools, CRM system (Salesforce) and preferred marketing tools to ensure they are client-centric and profitable
- SEO: Provide search engine optimization (SEO) expertise to support business development and sales pipeline and developing a strategy for PPC activity
- Analytics: Ensure meaningful and suitable analysis / evaluation and reporting of digital marketing activity and ROI, setting up and monitoring key brand tracking metrics. Recommend and implement new strategies to improve performance
- On-line Marketing: Lead the delivery of online marketing campaigns and support digital aspects of cross-firm thought leadership campaigns
- Events: planning and delivery of events including trade shows, conferences, webinars to support sales market positioning
- Social Media: work closely with the CMO to develop and deliver a compelling social media presence.
- Digital Content: Use insight to identify and aid in creation of engaging, compelling and relevant content to support marketing activity across digital channels, for example podcasts, video webinars, whitepapers, infographics
- Design and production of digital, and print assets using Adobe Creative Cloud, Microsoft Publisher: for example; product datasheets; online banner advertising; html/ email graphics

PREFERRED EXPERIENCE:

- CMS technical proficiency
- Experience working with third party designers and creative agencies
- Project management skills; from brief to delivery
- Knowledge of A/B testing, channel diversification and experimentation
- Experience within Subsea, Oil or Defence industries
- Ownership of the production of product marketing documentation