



Job Description

Job Title: Digital Marketing Lead
Location: Bristol, UK
Reporting to: Head of Marketing
Contract: Permanent (full time)
Salary: £35,000 - £38,000 dependent on experience

The company

Smartbox creates technology that gives a voice to people who are unable to use speech to communicate. Our products include a combination of specialist hardware, software and content which are used by people with disabilities across the world.

We are one of the leading companies in the field and pride ourselves on our innovative products and high levels of customer service. Everything we do is driven by a passion to improve the lives of people that use our technology.

Smartbox is the UK's leading supplier of AAC technology, but we are well aware that there are many more people that need alternative communication than currently have access to it. The Smartbox Head Office is in Malvern, Worcestershire. We have a second major office in Bristol and a smaller one in Pennsylvania, US.

The role

The successful candidate will lead on optimising digital content delivered on all websites and digital assets, as well as supporting CRM management and web-based development projects. This role sits within a thriving Marketing and Communications team, and you will work closely with Product Marketing, Global Marketing and Communications leads to support paid and non-paid digital marketing deliverables.

You will be advising and leading on the presentation of products and services on thinksmartbox.com as well as delivering a digital strategy to optimise the customer journey, to help us promote the products we develop. This will include researching and evaluating competitors, creating compelling digital assets for paid and non-paid search, managing website performance, reporting on customer acquisition through digital channels, and supporting the communications team to coordinate email and social media marketing, in line with best practice and keyword research.

We are looking for someone who can use their initiative and can bring ideas to the table. You'll thrive from delivering quality results from your work. A willingness to get stuck in will be key to growing in this role and being a successful member of the team is key. This is a Hybrid role which would require 2 days a week in the office.

Your typical projects will include:

- Work with Product Marketing to build digital marketing plans for product launches
- Develop and implement a backlink strategy, primarily working with the Comms team
- Support the Global Marketing Lead by optimising content for international markets
- Interpret and visualise campaign data to support key decision making
- Support the Comms team with audience segmentation, A/B testing and automations
- Plan, budget, create and measure ad campaigns (App Store, Google/PPC etc.)
- Reviewing customer behaviour to determine areas of improvement on the website
- Perform regular keyword research to inform a digital content plan and optimise copy
- Maintain resources on our knowledgebase and partner hub
- Configure and utilise Google Analytics/Data Studio to report on website/digital content performance, present results and implement areas for improvement to maximise lead generation
- Optimise video content and manage video platforms (YouTube)
- Perform CMS Core System updates and manage plug-ins
- Oversee data acquisition and permissions, advising on GDPR queries
- Undertake and present competitor research, primarily use of digital channels
- Evaluate and provide guidance on automation opportunities across digital platforms
- Share best practice on digital marketing to the wider organisation and Board
- Working with the Customer Experience Director develop reporting dashboards to help understand and interpret CX performance across the organisation
- Support collaborative projects to integrate marketing websites/databases with other systems (CRM, PowerBi etc.)
- Act as a positive advocate for the company at all times

The successful applicant will also be asked to perform other duties on an ad-hoc basis and will need a proactive attitude to this.

Skills/Experience

- At least five years' experience in a Digital Marketing or Website Administration role, ideally experienced in the latest SEO and CRO tactics, and in paid search campaigns
- Configuring Google Analytics and using tools such as Hotjar, Google Search Console, Google Tag Manager, Google Data Studio etc.
- Experience in developing and launching new websites or campaigns using bespoke landing pages
- Skilled in interpreting and communicating complex data to non-marketing colleagues
- Experience in creating and agreeing digital marketing KPIs and creating meaningful reports for Senior Managers
- Experience in optimising web content, testing and measuring copy and mapping meaningful user journeys
- Hands-on experience researching, creating, and measuring paid advertising (Google, App Store etc.)
- Highly skilled in maintaining and managing web content, ideally using WordPress
- Good organisational skills with the ability to prioritise and meet deadlines
- Experience in creating automation workflows, and communicating the results

- Able to work on company-wide system integration/improvement projects
- Experience in marketing automation/CRM platforms e.g. Dynamics, Pardot, Hubspot
- Passion for digital design and presentation of products and services
- Image and video editing capabilities using Adobe Apps
- Able to work to a brief, independently and as part of a team
- Good organisational skills with the ability to prioritise and meet deadlines

Desirable:

- Graphic design skills
- Knowledge of HTML5/CSS
- Experience in managing hosting services
- Driving licence
- Photography skills

Personal qualities:

- Committed to working in a growing marketing team and elevating our digital marketing approach
- Able to work swiftly and accurately
- Able to communicate enthusiastically and clearly with a wide range of people
- Organised, punctual and reliable
- Strong attention to detail
- Confident and able to contribute your own ideas within a team
- Able to act constructively and objectively to feedback given
- Eager to learn about new technologies
- Can-do attitude and willingness to undertake a variety of marketing tasks
- We need you to be able to solve problems and ask for help when you need it

There is no line management responsibility for this role, however you must be comfortable working in a large team and sharing learning with colleagues to help develop our digital marketing strategy. You will work closely with the Head of Marketing to create and implement this strategy, in line with the business objectives.

Rewards and benefits

Smartbox offers comprehensive benefits including:

- Company Pension
- Group Life Assurance
- Income Protection together
- Private Medical Insurance
- 25 days holiday plus public holidays
- Onsite parking
- Charity Day
- Flexible working
- Cycle scheme
- Office fruit
- Long service award for additional leave

- Continued learning opportunities and training provided
- We are passionate about our people and offer many social events including a family weekend away, social outings and a Christmas party each year

We welcome applications from all communities and those from diverse backgrounds and groups.