

Senior Digital Marketing Manager, 5 Years+ Experience, Mid West Region

Create world class, **cutting edge digital marketing programs** for exciting clients with one of Ireland's leading agencies, located in the mid-west of Ireland. We are looking for a Senior Digital Marketing Manager to **plan, implement and manage** B2C and B2B, **domestic and international** digital marketing campaigns for a portfolio of **key clients**.

About us

Digino Marketing is one of Ireland's longest established digital marketing services companies. We provide services in the areas of research, strategy, planning, branding, implementation, measurement and management. We help our clients understand how they can use online to attract, engage and retain customers. We plan, design, build and manage websites and we plan, implement and manage digital marketing activities. Our clients include Irish Ferries, Foxford Woollen Mills, Trazoo.ie, Ryanair, GetCover.ie and Aviva. We are located in the mid-west lakeside town of Killaloe.

About you

- Passionate about the power of digital marketing and hungry to grow your expertise.
- You have excellent digital marketing, project management and relationship building experience and expertise.
- You are disciplined, determined, organised and 100% focused on results.
- Clear, concise and structured thinker and communicator.
- An excellent negotiator with strong presentation skills.

About the role

- Managing all aspects of a selection of Digino's most valued clients.
- Working on a day to day basis with key client contacts at senior and board level.
- Strategic planning for major e-commerce clients, with on-line revenue targets across multiple channels.
- Managing, briefing, scheduling and reporting on resources for client accounts, including senior strategists, planners, Google analytics specialists, SEO and PPC experts, designers, web developers among others.
- Hands-on optimisation of PPC campaigns and management of website updates for clients.
- The Senior Digital Marketing Manager will be exposed to cutting edge digital marketing expertise on a daily basis, for a number of major brands.
- Reporting to the Director of Client Services, and working within a busy Client Services account management team.

What you'll need to deliver

- Most importantly you'll be responsible for developing your clients' digital marketing activities and driving their results. Thereby deepening their relationship and engagement with Digino.
- Deliver projects to brief, on time and to budget.
- Understand client's sales and marketing needs. Developing and pitching smart solutions. Closing sales.

Requirements

- Minimum 5, but ideally 8+ years commercial marketing experience.
- Minimum 2 years digital marketing experience.
- Excellent communication skills. Excellent written and spoken English.

- Proven account management skills.
- Advanced Microsoft Office skills.

Desirable

- Marketing degree.
- Google adwords and/or analytics certification.
- Have worked with in a prestigious marketing or design services company.

Training

You will engage in an intensive 2 month training program to ensure you have all the digital marketing knowledge you'll need for this role. Training areas will include digital research, strategy and planning, SEO, PPC, Google Certification, email marketing, social media, online advertising, site design, build and optimisation and analytics.

Salary

Salary range from €38,000 to €48,000 depending on experience and expertise.

To apply

Email CV and cover note to careers@diginomarketing.com. If you require additional information about this role please contact Ed on 1890-927-800 Ext 203. Interviews to take place late November. www.DiginoMarketing.com