

Digital Marketing Manager

The Institute of Nutrition and Health (IINH) is Ireland's leading college in the delivery of Health Coach and Nutritional Therapy courses. IINH has many firsts it can claim as its own, including the first college to in Ireland to offer globally recognised accredited courses in this area and the first online accredited course in Health Coaching.

The college is seeing strong growth and demand for its services and as a result is looking to recruit a part time Digital Marketing Manager. The main duties and responsibilities are set out below. This is an exciting role for anyone who wants to join a growing business and an interest in improving the health and wellbeing of others. The ideal candidate should be experienced in lead generation for the B2C space and with an interest in the food and nutrition industry.

Role overview

Type: Permanent

Hours: Part time 20 hours per week. There is some flexibility in time of hours worked, although it will be a largely office based role.

Salary: €22,000 PA

Location: The role will be based in Bray, Co. Wicklow with some limited scope to carry out some work from home.

This role will primarily cover all aspects of the company's online marketing. Reporting to the founder Richard Burton, you will work together to develop and maintain a digital marketing plan. We are looking for somebody with hands on experience managing PPC campaigns through Google AdWords as well as advertising through Facebook. The candidate must have experience managing campaigns on a day to day basis rather than liaising with agencies. We want to see some examples of past campaigns that were successful. We are looking for someone who is enthusiastic and can get stuck into exciting campaigns immediately. This is an autonomous role and the ideal candidate will take ownership of all online channels with minimal supervision.

On top of your online responsibilities, you will also be expected to assist with other general marketing tasks, such as mailings, internal and external promotions and event organising.

This role needs someone who can manage their own time and work on their own initiative.

Duties and Responsibilities:

- **Marketing strategy:** Creating a digital marketing strategy for the business with a strong lead generation plan.
- **Website:** Website maintenance and content moderation using Wordpress CMS. Improve visitor experience and work to encourage visitor interaction through the website.
- **Google Analytics:** Measure key metrics such as visitors, bounce rates and conversions through key landing pages. Measure campaign performance and present reports to Directors monthly.
- **Landing page creation:** Create landing pages that are keyword rich and relevant to the target audience.
- **E-mail marketing:** Create and deliver email campaigns. Improving open and click rates.
- **Metrics and reporting:** Tracking and providing analysis on all campaign activity monthly. Presenting results to the company directors.
- **SEO:** Make changes to the website to improve organic reach. Carry out keyword research and link building. Research competitors.
- **Blog:** Create weekly blogs that are relevant and engaging.
- **Marketing material:** Creating whitepapers, infographics and images that can be shared online.
- **Social media:** Updating Facebook, LinkedIn, Twitter, Instagram daily through Hootsuite or equivalent.

- **Google AdWords:** Manage Google AdWords account from start to finish. Keyword research, competitor analysis, ad creation and testing, conversion optimisation, tagging campaigns and ensuring all tracking is implemented correctly through Google Analytics.
- **Facebook:** Manage Facebook Ad Manager. Analyse past campaigns and communicate findings. Create strong ad copy with images to match. Improve relevancy scores. Ensure all tracking is set up correctly. Campaign optimisation and testing.
- **AdRoll:** Creating graphics and implementing tracking. Mapping out remarketing material for each area of the website.

About You

- Passionate about digital marketing
- A social media whiz
- Analytical, with experience of continually tracking campaign success through reporting and testing
- Strong organisation skills
- PPC, SEO and Google Analytics experience
- Good attention to detail
- Creative talent (conceptual and/or graphical)
- Ability to handle multiple projects in a fast paced environment
- Good presentation skills
- Ability to work independently to tight deadline dates at all times.
- Evidence of strong writing and communications skills.

Technical competencies *(ideally have experience and have worked with)*

- Google Analytics
- Google AdWords
- Facebook for business
- Wordpress CMS
- SEO
- AdRoll
- Unbounce
- Hubspot
- Microsoft Word, Excel and PowerPoint
- Hootsuite
- Photoshop
- HTML and CSS

Required

- 3-5 years experience in a similar role
- Proven track record of managing B2C campaigns and digital advertising channels
- Demonstrated understanding of the principles of lead generation
- Experience running successful Facebook advertising and Google AdWords campaigns
- Proven hands-on experience with digital/social media communication methods.

Desirable

- Relevant Marketing Degree/Masters or equivalent industry experience.
- Google AdWords Certification
- Google Analytics Individual Certification
- Photoshop skills
- Experience creating landing pages
- Hubspot Inbound Marketing Certification

Additional Role Information

Applications must be received by Friday 18th of November. Please e-mail CV's and letters of application to Anita D'Arcy at anita@iinh.net. If you require further information regarding this role, please send all queries to anita@iinh.net.