

<b>Job Title:</b>	Digital Marketing Manager	<b>Location:</b>	Rail House
<b>Department:</b>	Customer Services	<b>Reports to:</b>	Head of Marketing & Revenue Growth
<b>HR Contact:</b>	Nicola Harrison	<b>Financial Accountability:</b>	Approximately £60K
<b>People Responsibility:</b>	1 x Digital Marketing Apprentice 1x Passenger Communications Officer	<b>Is this role safety critical?</b>	No
<b>Does the role have a dedicated deputy?</b>	Yes	<b>Name if Yes</b>	Digital Marketing Apprentice
<b>Select the management level:</b>		Middle Manager	

## PURPOSE OF THE JOB

Reporting to the Head of Marketing & Revenue Growth, the Digital Marketing Manager develops and delivers Merseyrail's digital marketing strategy, to increase revenue growth through acquisition and retention of passengers and to improve the customer experience.

## JOB OUTLINE

Working as part of the marketing department, this role is responsible for developing and delivering an engaging digital marketing strategy, which actively contributes to the revenue growth target.

In addition to delivering day-to-day digital marketing content to encourage rail travel and communicate passenger information, this role will also test and measure marketing activity while working closely with the Campaign Marketing Manager to ensure analytics are shared and inform the wider marketing strategy.

This role is responsible for the strategic development of digital channels including the app, website and CRM strategy, while also identifying and exploring new initiatives to improve the digital experience.

## JOB ACCOUNTABILITY

- ☐ Develop and 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.
- ☐ Use digital analytics to measure and inform marketing activity and influence future strategies.
- ☐ 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 the user experience, passenger communication and support revenue growth.
- ☐ Build effective relationships with agencies, ensuring quality and a strong return on investment.
- ☐ Manage the digital marketing budgets, ensuring they are spent effectively, optimised and value for money is secured.
- ☐ Manage and continually develop direct reports.

## **DECISION MAKING AUTHORITY**

- ☐ Responsible for overseeing the creation of content for all digital channels.
- ☐ Allocating spend to multiple digital channels and managing paid for activity.
- ☐ Translation of digital analytics.
- ☐ Direction given to direct reports.
- ☐ Management of digital 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.
- ☐ Insight and analysis to deliver revenue growth

## **PRINCIPLE ACCOUNTABILITIES**

- ☐ 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 revenues and to improve passenger experience.
- ☐ Ensure the most effective paid for media channels are utilised to engage target audiences and budget is spent effectively, sensibly and optimised.
- ☐ 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 the Passenger Communications Officer to ensure disruption and information is communicated effectively through offline and online channels.
- ☐ Use digital channels to ensure the passenger communications are clear and targeted to ensure that awareness is generated.
- ☐ 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 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.
- ☐ Work closely with Merseyrail's Marketing Managers 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 Personal Development Reviews (PDRs).

## **EXPERIENCE, KNOWLEDGE, QUALIFICATIONS AND TRAINING**

The ideal candidate should have experience at an equivalent level with proven experience in developing and delivering a successful digital marketing strategy within a revenue generating environment. As this is a 9 – 12 month maternity cover role, the candidate should be motivated and ready to hit the ground running.

- ☐ A degree or equivalent qualification relevant to the role.
- ☐ At least 5 years' experience of working in a busy marketing department including at least 2 years in a similar role.
- ☐ 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.
- ☐ Experience of using digital marketing to support, influence and contribute to revenue generation.
- ☐ 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.