



DIGITAL MARKETING MANAGER

JOB & PERSON SPECIFICATION

APRIL 2018



POSITION DESCRIPTION

Position Title: Digital Marketing Manager
Department: Marketing
Reports To: General Manager, Marketing
Date Prepared: April 2018

1. POSITION SUMMARY & OBJECTIVES

- To design, develop and execute Seeley International digital marketing strategies providing a unique and holistic user experience across all touch points to grow company revenue.
- Lead the digital marketing transformation; build and implement the model which connects CRM system, marketing automation system and processes, digital marketing, website platform and outbound call centre campaigns to improve conversion rates and revenue improvement across the business.
- Be the automation and analytics specialist that strategically sets direction, outlines processes and hands-on implement automated marketing communications, designed to specifically target and nurture customers according to their various 'lifecycle' stages, attributes and behaviours.
- Lead the digital marketing advertising strategy and implementation including vendors and agencies interactions.
- Provide the company with a thorough understanding of the baseline for conversion rates and demand, pipeline build-up for prospective leads to support prediction of sales outcome based on knowing annual demand and applied conversion rates.

2. RESPONSIBILITIES – All Positions

Every employee of Seeley International is responsible for the following Key Result Areas:

- **Safety:** All employees shall comply with the Seeley International WH&S Manual and provisions of the Work Health and Safety Act, 2011
- **Quality:** Seeley International has accreditation for ISO 9001:2000. All employees shall take responsibility for maintaining departmental processes with the quality system.
- **Environment:** All employees shall comply with provisions in the Seeley International Environmental Manual

3. RESPONSIBILITIES – Digital Marketing Manager

In the left column, rank the statements from most (=1) to least important.				
	Key Result Area	% of Job	Key Tasks	Key Performance Indicators
1	Lead and manage the digital marketing transformation		<ul style="list-style-type: none"> Lead the digital marketing transformation; build and implement the model which connects CRM system, marketing automation system and processes, digital marketing, website platform and outbound call centre campaigns to improve conversion rates and revenue improvement across the business 	<ul style="list-style-type: none">
2	Lead and manage all aspects of digital marketing strategy, implementation of action plans and vendor interactions		<ul style="list-style-type: none"> Develop and implement the digital marketing and advertising strategy and plan across business channels and categories for the Australian residential and commercial businesses and international businesses where applicable. Work with vendors to direct digital marketing strategy and advertising; paid and unpaid including SEM, Social, Programmatic, and SEO. Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content Collaboration across the department to development and deployment of content. 	<ul style="list-style-type: none">

	Key Result Area	% of Job	Key Tasks	Key Performance Indicators
3	Management of marketing automation and associated processes		<ul style="list-style-type: none"> • Be the automation and analytics specialist that strategically sets direction, outlines processes and hands-on implement automated marketing communications. • Create a suite of automated marketing communications designed to specifically target customers according to their various 'lifecycle' stages, attributes and behaviours. • Roll out content to all key customer segments. • Ongoing management and refinement of cross-channel communications including strategy formation, program planning, communication development and timely execution. • Analyse customer behaviour to make recommendations for future communication. • Optimise existing marketing database and increase lead generation by developing detailed prospect and customer behaviours to segment and target the right message to each customer. • Direct and optimize our marketing automation and lead nurturing processes. • Establish closed-loop analytics with sales to understand how marketing activity turns into customers, and continually refine our process to convert customers. • Lead the development to build dealer and customer community dashboards and interactions as part of the marketing automation process to better understand and manage customer groups conversion rates and relevant metrics reporting. 	<ul style="list-style-type: none"> •

	Key Result Area	% of Job	Key Tasks	Key Performance Indicators
4	Set marketing metrics, and ensure ability to continuously track and measure for improved conversion rates and maximised ROI.		<ul style="list-style-type: none"> • Provide a thorough understanding of the baseline for conversion rates and demand, pipeline build-up for prospective leads to support prediction of sales outcome based on knowing annual demand and applied conversion rates. • Development of business reports and dashboards and assisting users in the development and maintenance of their own reporting needs. • Test, measure, and optimise marketing ROI and impact on revenue to understand what worked, what didn't, and where it can be improved. 	•
5	CRM system		<ul style="list-style-type: none"> • Collaborate with IT and other internal stakeholders to identify and define marketing requirements, processes and design improvements and marketing automation integration. • From a marketing perspective, maintain CRM integrity and ensure documentation and change process are implemented. 	•
6	Budget		<ul style="list-style-type: none"> • Manage allocated budget and forecast, and control marketing expenditure within budget parameters; and identify incremental budget investment for new sales/revenue 	•
7	Stakeholder engagement		<ul style="list-style-type: none"> • Manage cross functional and Executive team interactions and communication across the business. 	•
8	Marketing Department collaboration and support International markets		<ul style="list-style-type: none"> • Work in close collaboration with Category Managers and Media PR & Communications Manager with projects as required across the Marketing Department to ensure successful outcomes, and agreeing set priorities for shared resources. • Work closely with International markets to provide digital marketing expertise and support as required. 	•
9	People Management		<ul style="list-style-type: none"> • Direct, lead and manage the Digital Marketing Coordinator to ensure activities and reporting are delivered and results achieved. 	•

4. DECISION MAKING AUTHORITY

DECISIONS EXPECTED	RECOMMENDATIONS EXPECTED
<ul style="list-style-type: none"> • Digital marketing plan and programs implementation to achieve set targets. • Targeting and nurturing of customers according to their various 'lifecycle' stages, attributes and behaviours • Define baseline for conversion rates and demand, pipeline build-up for prospective leads to support prediction of sales outcome based on knowing annual demand and applied conversion rates • Refinement of cross-channel communications including strategy formation, program planning, communication development and timely execution • Allocation of digital marketing expenditure by category, channel and product in accordance with strategic plan. 	<ul style="list-style-type: none"> • Strategic digital marketing plan to build a successful digital marketing model connecting CRM system, marketing automation system and processes, digital marketing and engagement activities, the new website platform, and outbound call centre campaigns to improve conversion rates, growth and across the businesses • Digital marketing advertising strategy and implementation including vendors and agencies interactions. • Digital marketing expenditure required to achieve strategic plan and budget

5. OTHER INFORMATION

Please indicate below any information you think would be helpful to someone trying to understand the nature, scope or purpose of the position.

- Seeley International has been built on the basis of extremely high levels of customer service and the early introduction of innovative & new products to the market place. The continuation of this approach is essential for the company's future growth & is of vital importance.
- This position requires an individual with a track record of success, a self-starter with high energy, positive attitude, team player and highly motivated individual who can achieve results in a very dynamic environment with many stakeholders.

6. PERSON SPECIFICATION

Qualifications

- Tertiary Degree in Business or Marketing
- Additional qualifications in cloud based technology and solutions
- Additional qualifications in digital marketing and systems

Competencies

- 3-5 years' (or equivalent) experience using and implementing a leading marketing automation platform including Salesforce, Adobe, and Marketo, IBM and/or other similar systems and cloud based solutions.
- 3-5 years (or equivalent) marketing experience in a similar Digital Marketing Manager role
- Hands on campaign management experience and system skills (SEO/SEM, Google Analytics, and CRM software).
- Thorough understanding and experience from Salesforce CRM
- Thorough understanding of how to build a baseline for conversion rates and demand, pipeline build-up for prospective leads to support prediction of sales outcome based on knowing annual demand and applied conversion rates.
- Strong working knowledge of and experience with various web/digital technologies, platforms and usability practices to deliver an exceptional online consumer experience
- Highly creative individual that fosters a climate that cultivates imagination, new ideas and experimentation
- Strong communication and creative skills across multiple mediums, ranging from written words to video and user-interface design
- Experience of B2B and B2C marketing within the Australian market



HOW TO APPLY

Applications in Word format only should be forwarded to Justin Hinora by email to 23060@hender.com.au

Telephone enquiries are welcome on (08) 8100 8849.

Please Note

Your application will be automatically acknowledged by a return email.