

Digital Marketing Manager, London

About the Role

As Imagen's Digital Marketing Manager you will take responsibility for growing and managing our digital presence. You'll own the Imagen web properties and identify growth opportunities across various paid and unpaid channels. You will need to operate with a high degree of autonomy while collaborating globally and combine getting things done with striving for quality and constant growth. You will be a key member of the marketing team developing and driving the digital strategy and execution of both awareness and growth marketing initiatives. In this role you will:

- Own our paid media strategy across Google, LinkedIn, Facebook, display
- Be responsible for the health of our domain authority and the organic visibility on search engines
- Manage the paid media budget
- Explore new growth opportunities and optimise user flow and conversion optimisation.
- Improve the web experience, setting up experiments, A/B testing, hypothesis validation.
- Act as a support function towards our regional marketers.

About you

With an analytical and inquisitive mind and a passion for leveraging data to understand performance and identify opportunities for growth, you will be confident at managing multiple projects and be able to prioritise your workload accordingly. Ideal candidates will have:

- 5+ years' experience of B2B marketing experience in tech / SaaS businesses
- Strong track record of digital marketing, with exposure to actively manage Google Ads, display, retargeting, paid social media ads
- Own web properties and manage a CMS (Wordpress) and create landing pages
- A commercial mindset, highly quantitative, with lots of analytical experience.
- Fully engaged in digital marketing and industry trends.
- Strong attention to detail, quality and accuracy are required.