



Shape the success stories of tomorrow. Join our team.

Role: Senior Digital Marketing Manager
Team | Reporting To: Marketing | Head of Marketing
Location: London / Hybrid
Type: Full time / Permanent

About us:

Formerly MyKindaFuture, Connectr is for businesses where people belong.

Connectr helps build a sense of belonging with all people, from candidates to employees, and creates a culture where everyone is included.

Through Connectr's products and services, we put the 'human' back in HR and deliver a new way to form human connections, turn D&I strategy into reality, and provide an engagement and mentoring platform that people love to use.

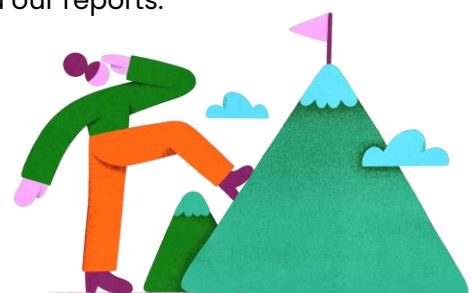
We are an award-winning, mission-locked company. We believe every person should have equal power and opportunity to shape their future, regardless of their background. Connectr works with over 40 employer partners, and last year supported over 40,000 people to take their next career steps.

Connectr champions an inclusive, respectful, and creative culture for our own people. We show care and candour in everything we do. We embrace new ideas, take calculated risks, communicate openly and proudly deliver our shared mission.

About the role:

There really hasn't been a more exciting time to join Connectr. We are in a key growth phase, a key aspect of growth is scaling up the Marketing and Brand team. As the Senior Digital Marketing Manager, you will work closely with Marketing and Commercial colleagues to identify the right strategic priorities for our growth and success, within all aspects of Digital Marketing, and importantly, translate these strategic Digital goals into operational plans and action.

You will be an active, collaborative member of the wider Commercial Team sharing your intel and encouraging the Digital Marketing Executive to create on brand impactful campaigns. You will quickly be able to identify what channels we need to fine tune, what persona needs to receive what kind of comms, and how the Marketing Manager can ensure more of the right people attend our events and download our reports.



Key responsibilities:

- You will create and own the Digital Marketing strategy supported by the Head of Marketing and Brand. Continuously using data and the CRM to tweak campaigns and spend to prove ROI
- Work with the Head of Marketing and Brand to define performance management KPIs to monitor operational success against Commercial objectives. And then own them. Think traffic, ranking and web leads
- You will work closely with the wider team including the Marketing Manager who can help provide you with content including event collateral, case studies and PR
- Using data formalise new ways we can use the digital budget to drive success
- Implement and ensure all Digital Marketing tools from Google Analytics through to Canva are being used efficiently
- You'll be planning, implementing, and overseeing all aspects of Digital Marketing including social media, email, SEO, paid & organic search and of course our new website. All to drive qualified leads through the funnel and use data along the way to make strategic decisions.
- You will have direct management responsibility for the Digital Marketing Executive ensuring all of their work is impactful, engaging, effective and delivers

Skills/Experience:

Essential

- Proven experience in being a Senior Digital Marketing Manager in a growing business or agency side
- Recent experience of working in a B2B environment and using data to drive qualified leads into the funnel
- Experience developing and delivering a Digital Marketing Strategy and budget – and presenting it back to senior members of the team
- Extensive experience developing and executing Digital Marketing tactics following a strategic road map and calendar
- Confident working for a disruptive product or service
- Strong analytical capability - confident with numbers, planning and Google analytics
- Excellent communicator – be a strong voice within the team and wider business and confident presenting
- Proven success in hitting KPIs by generating leads through numerous digital touch points
- In depth knowledge of WordPress and landing pages to drive web leads
- Confident in using Pardot/Salesforce daily to report back in real time on how your work is driving leads through the funnel



- Detailed knowledge of all social media channels and paid for advertising
- Managing agencies including design
- Can get under the skin of the brand quickly and ensure high standards of the brand on all channels. Including visual identity and tone of voice. No typos slipping through.
- **Desirable**
- Experience being a Senior Digital Marketing Manager in an organisation transitioning to tech services from a project-, people- or agency- base
- Prior success launching an existing product in a new territory
- Experience within an HR or L&D tech environment would be an advantage.
- Understanding of SaaS structures, service delivery and commercials, with proven ability to establish, review and improve processes

Your benefits:

- Internal mentoring scheme and career development
- Volunteer days and ways to give back to our communities
- Flexible and remote working
- Reduced summer hours
- Enhanced maternity cover and paternity leave
- Wellbeing allowance, including an Airbnb wellbeing mini-break twice a year
- Competitive salary and annual review
- Company share options
- Casual office dress
- Christmas and summer team parties

Want to join us? Let's chat! careers@connectr.com

Information Security:

Ensure compliance of your team to all rules, policies, and regulations at Connectr including HR policies, D&I best practice and information security and data privacy guidelines.

All positions at Connectr hold responsibility for being up to date and in adherence to information security training, guidance and policies provided by Connectr on information security, including GDPR.

Connectr's commitment:

Connectr is committed to creating an inclusive environment and is proud to be an equal opportunity employer. We believe that diverse companies are more innovative and better positioned to succeed. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

