



## Job Description

**Role:** Digital Manager

**Department:** Digital Marketing

**Reports into:** Head of Client Services

**Responsible for Managing:** Technical team

**Salary:** Up to £40,000 depending on experience

## About Us

**we are i am** are a squad of creators, innovators, discoverers and live entertainment aficionados. We undertake work and play with imagination and experimentation, using what we absorb to fashion evocative campaigns that connect with people, just like you.

We provide world-class outcomes for the arts sector through combined creative design, marketing, digital, social media, content, press and communications. Established in 2016 we have grown rapidly and worked with an amazingly diverse set of accounts. Some of our key accounts include **Doctor Who: Time Fracture, Monopoly Lifesized, Amelie The Musical, Darkfield, Bring It On, Footloose and The Great Gatsby.**

## Your Role

Fancy a role with a difference? How about a chance to create and manage digital marketing campaigns and content for smash-hit live entertainment experiences? As Digital Manager you'll have strategic autonomy in a role that encourages you to fully utilise your creative content expertise and experience in the planning, strategy and implementation of highly engaging digital marketing campaigns for a wide range of clients. Your technical skills will play a key role in every step of the planning process; from initial concept inception to execution, creative copy writing and final release across paid for media channels.

## Your Responsibilities

- Plan, develop, implement and update digital marketing strategies that support the client portfolio
- Review new technologies and keep the company at the forefront of developments in digital marketing
- Use appropriate analytics to measure, evaluate and report against goals and performance of all digital marketing activity and plans
- Develop and manage digital marketing campaigns across multiple channels utilising tools and techniques as appropriate including e-marketing, paid search, SEO, PPC and programmatic
- Lead a small team of technically capable digital specialists
- Work closely with the marketing and social media teams to create high quality content for a range of online platforms which is optimised and consistent with the brand and tone of voice for each client
- Work with the marketing team to develop comprehensive audience insights
- Produce dynamic and informative reports and analysis for clients on a regular basis
- Actively promote the i am digital brand to cultivate new business



### What We Offer You

- 30 day holiday entitlement including bank holidays
- Cycle to work scheme
- Quarterly office massage
- Monthly gym membership
- Friday drinks
- Paid volunteer time (8 hours per month)
- Personal development fund
- Career development and training fund
- Complimentary theatre tickets

### Interested?

If you think you're the perfect candidate then please send your CV and a cover letter stating your salary expectations and why you are the right person to [patrick@weareiam.co.uk](mailto:patrick@weareiam.co.uk)