

## JOB DESCRIPTION

### MARKETER – DIGITAL CHANNEL PERFORMANCE

Location: London  
Reports to: Marketing Manager  
Grade: Grade 3

#### Who we are

The Royal Pharmaceutical Society is the professional membership body for pharmacists and pharmacy in Great Britain. We advance the profession of pharmacy for public and patient benefit to secure the future of the profession and our members.

#### What we do

We lead and promote the advancement of science, practice and education in pharmacy to shape and influence the future delivery of pharmacy driven services.

We support and empower our members to improve health outcomes for society through professional guidance, networks and resources

#### How we work

We are:

- Focused on delivering for members, patients and the public
- Committed to listening and learning
- Collaborative in our approach to success
- Dedicated to excellence in everything we do

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#### INTRO

- Do you want to be part of a great vision and company transformation?
- Are you a digital, customer-first marketer who understands how great content, in the right format, shared in the right place and at the right time can affect the bottom line?
- Are you constantly thinking about how great digital marketing makes a person stop, read, think and behave differently?
- Is your current digital marketing strategy having a positive impact on your new sales?
- Are you continually thinking of creative and innovate ways to market to your existing customers to drive usage and cross-sell opportunities?
- Do you thrive on entrepreneurship and a mid-size company way of life?
- Have you given what you can in your current job and are now ready for the thrill of creating something new?

### **If these questions appeal to you, we should meet, read on...**

This is a truly exciting role - we are seeking an experienced, proactive and entrepreneurial digital marketer to join our expanding marketing team. Reporting to the Marketing Manager, you will help create and establish digital marketing best practice across our business globally.

You will be responsible for our digital marketing strategy and implementation across our product portfolio. This is a full-time role covering multiple channels including web, email, paid media, social and digital PR. Our aim is to drive a 360-degree digital marketing programme focused on customer acquisition, nurturing, conversion and retention.

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### **JOB PURPOSE**

Owns the digital marketing strategy and implementation including web, email, paid media, social and PR. Drives a 360-degree programme focused on customer acquisition, nurturing, conversion and retention.

### **MAIN ACCOUNTABILITIES**

- 1. Email marketing.** Create an email marketing calendar aligned to the overall marketing and content plan. Ensure appropriate templates are set within the email marketing tool. Set up and maintain user segments in the email marketing tool, aligned with CRM segmentation. Work with the team to implement data enrichment, lead nurture and customer retention campaigns. Carry out A/B testing to improve and optimise the impact of email marketing, ensuring all campaigns are optimised for different devices.
- 2. Optimise web content.** Carry out keyword analysis and research and determine SEO success metrics and KPIs. Provide SEO guidelines to copywriters and pro-actively optimise on-site content for SEO. Research and create link building targets and build a natural link portfolio with reputable domains. Understand the customer journey and optimise site content to reflect this. Conduct ongoing usability tests to gauge content and search effectiveness. Gather data, handle analytics and make recommendations based on those results.
- 3. Paid media.** Determine the optimal paid media activity to support marketing campaigns. Carry out placement and influencer research and set up paid campaigns using best practice. Set up, monitor and evolve bid rules to maximise campaign efficiency. Ensure all campaigns are tracking effectively using the agreed analytical tools. Monitor latest trends and best practice and make recommendations for how to apply these in the business.
- 4. Campaign delivery.** Support the Campaign Marketer in executing digital elements of campaigns. Increase our brand awareness through our digital marketing efforts and drive improved engagement. Proactively suggest areas for improvement or testing based upon learning.

5. **Measurement, analysis and reporting.** Determine and agree KPIs with colleagues to continually measure and evaluate success of campaigns. Take the results of campaigns and optimise to better meet the KPIs, continually making improvements and measuring the impact. Create measurement template reports and dashboards in Google Analytics, Pardot etc to assess and optimise performance of multi-channel campaigns. Work with the Insights Manager to produce regular reporting to measure success against KPIs and attribution data.
6. **Competitor intelligence.** Monitor and gather intelligence on the digital activities of competitors – SEO comparison, site content, paid advertising, social media and customer journeys. Proactively advise the team on how on how we can improve our customer experience through digital channels.

**This list is a summary of the main accountabilities of this role and is not exhaustive. The role holder may be required to undertake other reasonable duties from time to time.**

## **SUCCESS CRITERIA**

- Growth in new and repeat business for digital and print products
- Continual improvement of lead generation, nurturing and retention
- Demonstrate data enrichment and increase in subscriber lists that create value
- Positive brand recognition and consistency across the digital channels
- Increases in key search engine keyword rankings and improved search visibility
- Website and social media traffic growth and engagement metrics
- Conversion metrics across lead generation and nurture
- A decrease in sales/buying cycles
- An increase in defined customer engagement metrics
- Produce reports to demonstrate analysis and learning from digital marketing activity

## **CORE RESPONSIBILITIES FOR THIS JOB**

- Personal responsibility and organisational skills
- Managing budgets and resources
- Achieving results/delivering performance
- Problem solving and eye for detail

## **BEHAVIOURAL COMPETENCIES**

<b>Behavioural competency</b>	<b>Level required – ops, mgr, senior mgr</b>
Strategic perspective	Operations
Delivering a member and customer focused service	Operations
Communication	Manager
Planning and organisation	Manager
Openness to change	Operations
Negotiating and influencing	Operations

## **KNOWLEDGE, EXPERIENCE AND SKILLS**

- Minimum 5 years professional experience in a digital marketing role is a must (preferably working in B2B)
- Experience in all aspects of digital marketing, including content, websites, SEO, PPC, email, mobile and social media is required.
- Fluency in web analytics tools, social media marketing applications and social media monitoring platforms.
- Experience working with Pardot essential.
- Highly numerate and fluent in aggregating, analysing and reporting core campaign performance metrics and making decisions based on data.
- Thorough understanding of demand generation and the role digital plays.
- Proven track record of reporting and analysing marketing performance.
- Track record of effective management of costs, budgets, projects.
- Experience working in companies that operate internationally desired.
- Experience of working autonomously and managing several projects simultaneously.
- Incredible people and communication skills, including working with senior level management
- Willingness to embrace change and adapt strategies on the fly
- A passion for new technology tools and usage of those tools