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|  | Role Profile  DIGITAL MARKETING MANAGER |

Company Overview

Informa is one of the world’s leading knowledge providers. We create and deliver highly specialised information through publishing, events, training, market intelligence and expertise, providing valuable knowledge to individuals, businesses and organisations worldwide.

The **Academic Publishing** Division publishes specialist books and journals. Operating as the Taylor & Francis Group, it is recognised internationally as one of the world’s leading education publishers through its five main imprints: Taylor & Francis, Routledge, CRC Press, Garland Science and Cogent OA. It has a portfolio of more than 110,000 book titles and 2,400 journals available in both print and digital formats, across subject areas within Humanities and Social Sciences, and Science, Technology and Medicine.

The **Business Intelligence** Division provides specialist data, intelligence and insight to businesses, helping them make better decisions, gain competitive advantage and enhance return on investment. It has a portfolio of more than 100 digital subscription products, providing critical intelligence to niche communities within five core industry verticals: Pharma & Healthcare, Finance, Maritime & Law, TMT, and Agriculture & Food.

The **Global Exhibitions** Division organises transaction-oriented Exhibitions and trade shows, which provide buyers and sellers across different industries and communities with a powerful platform to meet face to face, build relationships and conduct business. Informa has a portfolio of over 150 Exhibitions, serving a number of core verticals, including Health & Nutrition, Beauty, Property & Construction and Pop Culture.

The **Knowledge & Networking** Division incorporates all of the Group’s training, learning, conference, advisory and congress businesses. It organises content-driven events and programmes that provide a platform for communities to meet, network and share knowledge. It runs around 3,000 conferences and training events across the globe each year, covering a range of subject areas, but with a particular focus on Life Sciences, TMT and Finance.

The fifth division is **Global Support**, which is right at the heart of Informa. Global Support ensures the business meets our obligations, protects our assets, collaborates across divisions and ensures all operations consistently run to the highest standards. The Group Finance function along with Strategy and Business Planning, Technology, Corporate Finance, Group Treasury, Group Tax, HR, IPCo, Legal and Shared Services ensure together that all operations run consistently across the business, to the highest standards.

Globally Informa has over 150 offices in more than 43 countries and employs 6,500 staff around the world.

Guiding Principles

Our guiding principles represent a clear statement of what we believe in, they define our goals and provide a focus for all our activities.

These principles individually may not be unique but together help to define us and help make our company easier to understand, which makes us easier to trust and consequently easier to do business with. Companies with a clear view of what they stand for have a powerful sense of purpose that helps them to perform better and last longer. These principles also help define our ethical viewpoint, which is important as a company is influenced by what it believes in. Employees are drawn to companies that share their ethos; customers and partners want to do business with people that work to similar standards and ideals.

Individual businesses within Informa may have their own values, which focus on particular aspects or traits, but overall they support and contribute to the Informa Guiding Principles. They are the same throughout the world, reflecting the way we operate. They are flexible enough to adapt to different cultures whilst giving us a common, consistent approach.

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|  | Commercially focused - Informa is a business and as a business we have an obligation to all our stakeholders to be as profitable as we can. We achieve this by understanding our customer’s needs, evaluating our offer and identifying potential new revenue streams. This ensures our products and services deliver real value to individuals and their organisations. |
|  | Acting with responsibility - We aim to be honest and fair in all we do. We treat people with respect regardless of their background, lifestyle or position. Our commitment to Corporate Responsibility reflects our recognition that our customers, people, shareholders and communities increasingly favour companies that work in a responsible and sustainable way. |
|  | Excellence in all we do - We put quality first, constantly looking for better and more innovative ways to create, produce and deliver our product and services. We keep our customer in mind at all times and always try to meet and exceed their expectations by delivering the best possible results. |
|  | Freedom to succeed - We give our people the space and support they need to perform their roles to the best of their ability, we encourage them to make their own decisions and be responsible for the outcomes and not be hampered by bureaucracy or consensus decision making. |

JOB TITLE

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| **Location:** | Digital Marketing Manager |  |  |
| **Department:** | Cityscape | **Division:** | Global Exhibitions |
| **Reports to:** | Marketing Director |  |  |

## Job Purpose:

Create and implement digital campaigns to drive brand awareness, registrations, and ultimately to drive visitors to the events across all digital channels.

## key dimensions:

Main Duties & Responsibilities:

* Implement SEM campaigns including paid programmes, social media campaigns and SEO.
* Work closely with event Marketing Managers to plan and budget all digital marketing per event.
* Grow the show brand’s online presence via digital activity in paid and free channels.
* Oversee digital analytics/ campaign tracking to monitor benchmarks, track success and refine campaigns for website, mobile, social media and content.
* Create and execute SEO tactics to ensure first-page rankings for top keywords, incorporate SEO best practices into the website architecture and content, and deliver SEO audit to recommend plan to improve ranking.
* Day-to-day management of all digital programmes and campaigns
* To maintain a digital calendar of activity and content, ensuring total integration with other marketing activities
* Create performance reports for the Marketing Managers, measures of success in earned, owned and paid digital media. Reporting on key KPI’s across shows.
* Set up A/B testing to improve conversion rates across shows.
* Work cross-functionally with other teams to increase conversion from platform and community.

Person Specification

## Minimum Education Level:

## Educated to degree level or equivalent in Marketing, or a digital related field

## Background Knowledge, Skills & Experience:

* Google Adwords Certification
* Google Analytics Individual Qualification (IQ)
* Significant experience in digital marketing and communications, growing a brand’s presence, traffic and sales/conversions as well as tracking ROI
* A solid understanding of Google Analytics and related tracking technologies.
* Excellent knowledge of social media platforms, especially LinkedIn Ads, Facebook Ads, Twitter Ads, Pinterest, YouTube and Instagram, with a strong sense of different community behavior’s and experience using social media to drive ROI and business goals.
* Experience of digital media buying and remarketing tactics.
* A solid understanding of how to analyse campaign effectiveness, recreate successful campaigns, optimise sub-optimal campaigns.
* Excellent communication, presentation, and time management skills, with the ability to handle multiple priorities simultaneously.
* Adept at quickly learning a broad array of technologies and applying that knowledge to real world business problems.
* A proven success in a high growth, rapidly changing environment.
* B2B and B2C experience and ability to adapt quickly to different business verticals.