

**Current
Vacancy**



Digital Marketing Manager | Langley UK

We're looking for a skilled, experienced Digital Marketing Manager to join our group marketing team at our Head Office in Daventry.

Salary: Attractive + Benefits

Location: Daventry

Contract Basis: Full-Time, Permanent

Our Mission

Our industry-leading people, systems, and services promote trust and peace of mind. We use our expertise to design, install, and construct sustainable solutions with environmental, social, and economic benefits.

Our Vision

Innovation for better living.

Job Purpose:

Langley is looking for an experienced, skilled digital marketing manager to join our growing marketing team. As a digital manager, you will have a solid background in planning, implementing and measuring campaigns across multiple channels with the aim of maximising brand awareness, reach and conversions.

The role needs an analytical, dynamic individual who can identify opportunities and deploy appropriate campaigns. This is an excellent opportunity to join a supportive, flexible, dynamic marketing team with autonomy to shape the role and grow within the company.

Key Accountabilities:

- Manage company websites and blogs.
- Implement campaigns to drive demand for the sales teams across all business units whilst ensuring they support the overall Group marketing strategy.



- Project manage all key campaigns to an agreed brief, timeframe and budget.
- Work closely with other members of the marketing team to create engaging content to communicate key messages.
- Incorporate continuous improvement to all campaigns by using a test-and-learn approach.
- Create and refine audience segments within the CRM relevant to campaign objectives.
- Work closely with sales and business development to ensure relevant data is correctly captured within Microsoft CRM.

The above list is not exclusive or exhaustive; postholders are expected to be flexible in line with the needs of the post, department and the Company.

As a Langley employee, you will be expected to:

- Embrace, champion, and lead the industry by torch-bearing our company values: **SPIRE**.
 - Safety
 - Purpose
 - Innovation
 - Responsibility
 - Expertise
- Ensure that you fully understand the company and department business plan and how these impact your day-to-day responsibilities.
- Always maintain a smart and professional appearance.
- Liaise with your line manager to understand your objectives and goals.
- Liaise and communicate with internal colleagues positively and proactively.

Technical Competencies

Qualifications:

- Bachelor's degree or equivalent in marketing or a business-related field is desirable.

Experience and Knowledge:

- Minimum five years of B2B or B2C marketing experience with at least two years in a managerial role.
- A proven track record of success in a similar marketing role.
- Adept at working closely with internal stakeholders and external customers.
- Experience in identifying, negotiating and introducing creative, strategic solutions.
- Ability to work to tight deadlines.
- Keep up to date with market changes and competitor activity.
- A strong character and presenter who can approach with objectivity and integrity to give the right support to the business.
- Is confident in expressing their own opinions and is willing to challenge with positive intent and be challenged.
- Possesses a keen interest and enthusiasm for understanding our customers (both internal and external) and being their advocate in the business.

Skills and Abilities:

- Excellent working knowledge of WordPress, Google Analytics, Microsoft CRM and Adobe Suite.

- Proven success in developing digital marketing plans and campaigns.
- Strong project management, multitasking and decision-making skills.
- Metrics-driven marketing mind with a creative eye.
- Ability to work under pressure, multitask and maintain a high level of attention to detail.
- Highly analytical and organised.
- Being confident and motivated.
- Have a flexible, independent, and objective outlook.

Additional Requirements:

- Able to use a PC including Microsoft Office applications and other relevant software as used by the organisation.
- Commitment to achieving high-quality outcomes.
- This role requires the post holder to be an Essential Car User, hold a full UK driving licence, and have access to a vehicle.
- This role requires the post holder to work flexibly outside of normal office hours as required.

Salary and benefits

An exciting opportunity to work for a well-established company that offers excellent career progression opportunities.

An excellent benefits package, including:

- 21 days of holiday plus statutory bank holidays & additional days over the Christmas shutdown.
- Pension
- Life Assurance
- Incapacity benefit
- Private Medical Insurance
- Employee Assistance Programme
- EV Salary Sacrifice Car Scheme
- Cycle-to-work Scheme
- Free Eye Tests
- Free Parking

How to apply

Please email recruitment@langley.co.uk with a copy of your updated CV and a cover letter.

If you have not received communication from us within four weeks of the closing date, please assume that you have not been shortlisted for this vacancy.

We encourage applications from people from diverse backgrounds and groups, as well as people with disabilities.

Closing Date: 10th December 2023