# Job Description

JOB TITLE: Digital Marketing Manager

DEPARTMENT: Marketing

HOURS: 37.5 hours per week

RESPONSIBLE TO: Head of Marketing

SALARY: £35,000 - £45,000 dependent upon experience

## Who we are ?

We are a company that is going through a period of development and growth, it’s an exciting time to join us, we pride ourself on customer service and doing a good job for our clients, this is ingrained in everything that we do as a team.  We offer flexible working and remote working to encourage work life balance.

Memoria Funerals is part of the Memoria Group who own a network of award-winning crematoria and memorial parks across the UK. So far we have helped over 150,000 people arrange a funeral and are rated 4.8 on Trustpilot with thousands of reviews. We have three divisions, our Cremations division manages our award-winning crematoria across the UK, our Funeral division looks after customers who need a funeral now, and our Prepaid Funeral Plans division, the regulated part of our business, supports customers purchasing plans for future use.

Our mission is to provide exceptional standards of service and care to everyone that uses our range of funeral services and we're proud to be one of the few UK providers that deal with every aspect of arranging and carrying out a funeral, ensuring complete control and responsibility from beginning to end.

We believe a funeral should be as unique as the person it’s for - choice is important to our customers, so whether they want a basic no-fuss direct cremation, or more of a statement send off with a service, we've got it covered. And our customers agree, with 97% saying they would recommend us.

*Memoria Funerals is a trading name of Low Cost Funeral Limited, who are authorised and regulated by the Financial Conduct Authority under firm reference 965287. The sale of our pre-paid funeral plans is regulated by the Financial Conduct Authority but the arrangement of our funerals is not.*

## Job Purpose

You’ll be the acquisition expert! You will play a pivotal role in delivering sales leads across the different areas of the business, leveraging your expert knowledge of paid digital channels like PPC and paid social you’ll bring customers to Memoria Funerals. You’ll also lead on retention and customer lifecycle marketing, using your experience managing email and promotions to ensure we push conversion once we get the leads in.

This role would suit someone obsessed with data and evidence-based marketing, but who can be decisive and actions focused. Someone who is commercial and single minded about performance marketing – delivering the best possible performance from the budget you spend.

You will be excited by the opportunity to really make your mark and have full ownership of digital marketing channels, with the exposure that gives within the wider business. You’ll be happy working autonomously, remotely, but equally you’ll get all the support you need from an experienced marketing lead. While this role is predominantly focused on growth, as we are a small team you’ll have the opportunity to learn across about all areas of the business like and you’ll want to get under the skin of it all, bringing your ideas and energy. You’ll be happy speaking up, testing, making mistakes, learning and moving on.

## Key Responsibilities and Areas of Focus

* Responsible for all paid digital channels – setting up campaigns and executing them on a daily, standalone basis
* Manage the content strategy which will bring the company and products alive
* Manage the customer value incorporating into a customer contact strategy
* Manage social media channels

## Person Specification

## Knowledge, Skills and Experience

* Google Adwords – expert level
* Meta Business Suite - expert level
* Experience of building a content strategy, utilising Canva, or equivalent
* ESPs such as Klaviyo, Hubsport, Iterable, Dot Mailer or equivalent
* Copy writing experience
* Using Ai / Chat GPT for marketing
* High level of IT skills to include Microsoft Excel and Word
* Previous experience working within a regulated industry is desirable
* Good numeric and literacy skills
* Strong reasoning ability
* Strong sense of ethics and good judgement
* Good communication skills
* Ability to multi task

## To thrive in this role, you will need to have

* Strong attention to detail
* Analytical and data-driven
* A can do, problem solving approach
* Energy and passion for their work
* Committed to the provision of excellent service
* Excellent organisational skills
* A flexible and adaptable approach
* Excellent self-management
* Great team working
* Achievement focus
* Integrity, sensitivity and commitment

## Benefits Offered:

One of our top priorities is to maintain the health and wellbeing of our employees and their families. To achieve this goal, we offer comprehensive benefits.

* 25 days holiday per year plus public holidays
* Death in Service Benefit - 4 x salary
* Company pension 3% employers contribution, 5% employees contribution
* Employee assistance programme Health Cash Plan
* Discretionary bonus scheme
* Employee Referral Bonus Program
* Something about flexible working? Being remote / family first? Or would this come out from the interview? Not sure if this is a formal policy, but people comfortable with fully remote tend to have families and this is a massive plus, versus younger people who are looking for team activities / development etc. one to discuss perhaps?

Equal Opportunities Statement

“Memoria is an Equal Opportunity Employer. Our policy is clear: there shall be no discrimination on the basis of age, disability, sex, race, religion or belief, gender reassignment, marriage/civil partnership, pregnancy/maternity, or sexual orientation.

We are an inclusive organisation and actively promote equality of opportunity for all with the right mix of talent, skills and potential. We welcome all applications from a wide range of candidates. Selection for roles will be based on individual merit alone.”