

Digital Marketing Manager **MHM Office: Leicester**

About the Role

We are looking for a highly talented, experienced, confident and resourceful professional to join our consumer digital team to help us grow our expertise in online and move our **digital transformation** of the legal industry to the next level.

The successful individual will possess or develop a broad knowledge of the My Home Move business and its functions and be able to demonstrate the design and delivery of appropriate online consumer marketing to address specific business needs through a systematic, disciplined and analytical approach to Digital Marketing.

You will be passionate for online channels and all things digital as well as take a logical approach to problem solving. You will have a track record of demonstrating your experience of digital transformation in previous roles and have the ability to exhibit your impact on the wider business.

Your proactive management style, logical, analytical approach to problem solving and attention to detail will influence and drive the delivery of Digital Marketing initiatives. This is a great opportunity for an individual to develop and progress your career at My Home Move.

The Role

- Delivering a market leading digital marketing plan to support the wider marketing plan to achieve key growth objectives
- Develop our growing eCRM programme to improve conversion including creative, content, reporting and AB Testing
- Working with agencies to develop templates and introduce new functionalities to optimise KPIs.
- Managing our Trust Pilot consumer reviews programme in conjunction with the wider business
- Creating new content for the website and emails
- Briefing (and/or creation) of digital assets including images and rich media
- Utilise and develop the CMS to build and publish web pages
- Building landing pages and ensuring they are optimised for clarity and assist in the objective of converting traffic
- Creation of persuasive copy as required that is SEO friendly
- Manage relationships with third party suppliers for digital marketing
- Identifying and implementing marketing activity through other channels including non-digital marketing
- Assisting a Conversion Rate Optimisation programme including planning, execution and results

- Understand and report using Web Analytics tools - using weekly, monthly and annual reports
- Analysis of customer behaviour to identify opportunities and to increase conversion
- Achieving or surpassing all financial and operational goals set
- Assist in our innovation programme including web chat, chat bot and voice technologies
- Researching and keeping up to date with new digital marketing trends
- Ensuring compliance with best business practice
- Co-ordination of activities with other teams within the organisation

Skills and Knowledge

- Demonstrable experience of managing all aspects of a B2C website
- eCRM, UX and usability experience
- Photoshop or Adobe Creative Cloud Suite experience
- HTML/CSS experience
- SEO and SEM experience
- Google Analytics experience

The Person

- Comfortable liaising with and building relationships with key / senior individuals across our business areas across our portfolio and with external partners
- Excellent problem-solving and research skills
- The ability to organise, prioritise and manage your time
- The ability to deal with people from all backgrounds
- Accuracy and attention to detail
- Proficient mathematical skills
- The ability to plan ahead and adapt to changing situations
- A desire for continuous personal and professional development

What we'll do for you

In a culture where hard work is recognised and great results are rewarded, you can look forward to a competitive salary and bonus. That's on top of a generous staff legal discount, pension and life assurance, private healthcare and a wide range of other benefits. We're committed to promoting talent from within, which means you'll be well supported to build a rewarding career with an individual development plan and lots of training on offer.



The Company

My Home Move is the UK's largest Conveyancing business with over 900 employees and is the UK's fastest growing suppliers of conveyancing support to a variety of residential and blue chip clients. Our excellent service to our customers has allowed for market growth which means we continuously seek new and fresh talent to complement our current team as well as developing our people to reach their full potential. Join our team and look forward to a challenging and rewarding role, with great results bringing great opportunity for recognition and promotion.

If you are interested or know someone who would be interested in this role, please apply by sending your CV and a covering letter to recruitment@myhomemove.com

The interview selection process will take place from week commencing Monday 25th February 2019

Closing date: Wednesday 13th February 2019