



GOODWOOD

The Role

The **Digital Marketing Manager** will be part of the **Digital team** and report to the **Head of Digital**

About us

At Goodwood, we celebrate our 300 year history as a quintessentially English Estate, in modern and authentic ways delivering extraordinary and engaging experiences. Our setting, 12,000 acres of West Sussex countryside and our story both play significant roles in Goodwood's success. What really sets us apart is our people. It is their passion, enthusiasm and belief in the many things we do that makes us the unique, luxury brand we are.

Passionate People

It takes a certain sort of person to flourish in such a fast-paced, multi-dimensional environment like Goodwood. We look for talented, self-motivated and enthusiastic individuals who will be able to share our passion for providing the “**world's leading luxury experience.**”

Our Values

The Real Thing

Always inspired by Goodwood's heritage

Derring-Do

Daring to surprise and delight

Obsession for Perfection

Striving to do things *even* better

Sheer Love of Life

Sharing our infectious enthusiasm

Purpose of the role

Responsible for being the Digital Marketing expert within a central Digital team. Supporting the business in leading our digital marketing planning and execution and delivering an ROI on all our digital marketing spend.

Key responsibilities

- Work alongside the Head of Digital in defining and shaping the digital marketing strategy
- Be the Subject Matter Expert within the business on search and performance marketing
- Accountable for the Search Engine Optimisation (SEO) strategy and execution to drive organic search growth
- Shaping the content marketing plan that supports SEO/ Search Engine Marketing (SEM) and work with all Content Management System (CMS) users to ensure best practice is always adhered to when producing new content and pages
- Champion SEO across the key departments of the Goodwood group
- Structure, set up and run our Pay Per Click (PPC) advertising in-house
- Responsible for driving brand awareness and both website traffic and online revenue through digital marketing
- Collaborate with the marketing managers to help shape their overall marketing plans for their business areas
- Responsible for a ROAS (Return on Advertising Spend) on all our digital marketing

- Setting up and using attribution analytics to understand how each marketing activity is impacting and driving Return on Investment (ROI)
- Driving a ROI approach to marketing into the business
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and Key performance Indicators (KPIs))
- Responsible for ensuring all digital marketing analytics and tracking is completely accurate
- Utilise strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Identify trends and insights, and optimise spend and performance based on the insights
- Manage and collaborate with agencies and other vendor partners
- Evaluate emerging digital marketing channels and technologies and provide leadership and perspective for adoption where appropriate

Qualities you will possess

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| <ul style="list-style-type: none"> • Passion for what you do • Positive and friendly with a “can do attitude” • Attention to detail • Ability to prioritise and organise • Proactive • Take responsibility for yourself • Confident to make decisions and to stand by them | <ul style="list-style-type: none"> • Creative • Hunger to learn (keep up to date) • Commercial thinker • Highly Analytical • Flexibility to change and able to adapt • Understand digital technology • Good negotiation and influencing skills • Excellent communicator • A sense of fun! |
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What do you need to be successful?

- Degree in marketing or a related field
- Minimum 3 years hands on experience of both Performance Marketing and SEO
- Experience in setting up, optimising and running Google AdWords campaigns
- Understanding of all aspects of technical SEO including website architecture, best practices and crawlability
- A solid understanding of schema mark-up, link clean-up / disavowal, SEO audits, rich text, canonicalization theory
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Solid knowledge of analytic tools e.g. Google Analytics, SEMRush, Webmaster tools
- Strong analytical skills and data-driven thinking
- Experience in ROI modelling and an understanding of attribution models
- Desirable knowledge of social media, display advertising and affiliate marketing
- Impeccable written and spoken English
- Up-to-date with the latest trends and best practices in online marketing and measurement

Each role is assigned a level against our expected behaviour. Your role levels are set out below.

BEHAVIOUR	LEVEL
Think Customer	3
Communication & Trust	3
Taking Personal Responsibility	3
Encouraging Excellence & Commercial Success	3
Working Together	3