

Sotheby's INSTITUTE OF ART

Digital Marketing Manager – London

Salary range: £38-45k depending on the knowledge / skills / attributes of the preferred candidate.

Position Summary

Sotheby's Institute of Art is seeking a Digital Marketing Manager to develop, implement, track and optimize digital marketing campaigns across all digital channels and audiences. In addition to deploying both organic and paid campaigns, the Digital Marketing Manager will be responsible for reporting on effectiveness of digital marketing efforts, collaborating on new approaches to lead generation and conversion, and ensuring all SIA channels are optimized and used for targeted outbound marketing and inbound lead generation. A key function of the position will be to analyze metrics and produce reports to ensure effective approaches and assessment of marketing deliverables on an ongoing basis.

Responsibilities

- Plan and execute all SEO/ SEM efforts; actively manage SEO and key word strategies to increase brand, product, and content visibility online
- Plan and execute paid social media and display advertising campaigns
- Research, recommend and monitor digital campaign opportunities
- Contribute to the development of overall digital marketing strategy. Collaborate with team members to create an effective and relevant brand strategy
- Track and report on leads, conversions, and additional KPIs in a comprehensive and ongoing manner
- Execute and assess automated marketing strategies
- Work within all SIA platforms and systems to deploy and measure cross-channel campaigns
- Identify trends and insights, and optimize spend and performance accordingly
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to optimize lead generation efforts across different areas and efforts
- Utilize strong analytical ability to evaluate the user experience across multiple channels and touch points
- Customize and work within online dashboards (including Google Analytics / Google Tag Manager, Salesforce, other)
- Help determine marketing requirements for future technology implementations and integrations
- Collaborate and manage relationships with agencies and vendors
- Evaluate emerging technologies and strategies. Provide perspective for adoption where appropriate

- Use tracking applications to help formulate effective marketing efforts
- Produce regular internal reporting reflective of all SIA marketing efforts

Required:

- Proactive and solutions-oriented; innovative and results-driven.
- Strong knowledge of web technologies, protocols, standards and tools.
- Experience with Salesforce and related applications a plus
- Understanding of SEO/ SEM strategies
- Understanding of Google Analytics and other commonly used metrics dashboards
- Expertise and hands on experience with web applications, understanding of basic programming languages (e.g. HTML & CSS), and familiarity with APIs
- Stay plugged into emerging technologies, industry trends and best practices and apply them to operations and activities.
- Analytic thinker.
- Excellent organizational skills.
- Effective verbal and written communication skills.
- Possess a sense of urgency and prioritization.
- Consistent attention to detail and quality.
- Ability to manage and track multiple project tasks and performance.
- Ability to develop reporting methods and analyze results of digital initiatives.
- Ability to collaborate with others and work with cross-functional teams.

How to apply: vacancies@sothebysinstitute.com