

**24 November 2011**

## **Digital Manager – Job Description**

- Reporting to Digital/Operations Director.
- Responsible for Digital Executives.

You are required to devote the whole of your working hours to the duties of your employment. You must, at all times, work in accordance with the procedures and policies of the Company.

From time to time you may be required to work unsupervised. This will entail having a key to the premises and being responsible for setting the burglar alarm and generally securing the premises on leaving.

### **Primary Responsibilities and Duties:**

- To successfully manage Digital Executives, ensuring that procedures are followed, the team is correctly resourced (in terms of workload & equipment) and that deadlines & expectations of clients (inc. internal clients) are met.
- To be responsible for or assist MMS Account Managers with preparing digital proposals for MMS clients and being part of preparing the digital elements for new business pitches.
- To be the main MMS point of contact for MMS's digital suppliers. To liaise with these suppliers to brief them on jobs, obtain competitive quotes, give go-ahead on jobs, set deadlines, ensure deadlines are met, check quality of suppliers work and oversee any further amends. (This would be for jobs as briefed to Digital Manager by Account Manager).
- Seek out and build relationships with new digital suppliers.



- Managing SEO, PPC, email campaign and all other online advertising services, liaising with Account Managers and Digital Executives accordingly on all aspects of campaign creation, implementation and optimisation, including the production of reports.
- Actively research and suggest new digital initiatives for use by MMS and its clients.
- Ensuring the MMS website(s) and social media sites are up to date and effective.
- Ensuring the MMS email database is managed, optimised and communicated with effectively.

**Other Responsibilities and Duties:**

- Working with the MMS accounts department to ensure that supplier invoices are correct.
- Occasional liaison via email and phone with clients.
- Conducting desk-based research using, for example, telephone and Internet
- Learning and developing skills utilising The Company's dedicated in-house job system
- Use of Personal Computer to produce documents in, for example, Microsoft Word, PowerPoint, Excel, Access, FrontPage, Sage, Quark Express, and Adobe Creative Suite.
- Assisting with preparation of reports, collating information etc.
- General administrative duties.
- Answering telephone.
- Any other duties as may be consistent with your position and be requested by your Line Manager.

### **Key Qualities – an informal overview:**

1. **An accomplished all-rounder.** We've no place in our team for *prima donnas*. Everyone needs to be prepared to 'roll their sleeves up and muck-in' as and when the need arises.
2. **Highly literate and numerate.** We're proud of our track record for accuracy, attention to detail and the resulting ISO9001 accreditation. Even when the spell and grammar checker is disabled and the calculator is locked in the drawer, we expect you to be able to construct a sentence and add up a column of figures.
3. **A team player.** There's no 'i' in 'team'. We know it's a cliché but we've got a great team of people on board and we need someone who can make it even better; someone who's prepared to contribute and sometimes lead discussions and debates, and has a sense of humour. All the better if you're inclined to organise the occasional 'social' now and again.
4. **Comfortable with technology.** MMS is a technophobe free zone. It is a given that you know your way around the Microsoft Office suite including Outlook, which we use for diary, email and contacts; you'll be writing documents in Word, plus regularly using Excel and PowerPoint. We mainly use PCs, so that should be your platform of choice, although we use Macs in the studio and if you can work one of those too it would be a bonus. You may also benefit from knowledge of Adobe Creative Suite and Google Individual Qualifications in Analytics and AdWords would be an advantage.