

## Digital Marketing Manager

### The Company

Smart software for creative people.

There are three things that make The Foundry unique:

1. Our forward-thinking approach to making creative software
2. The people that drive it
3. Meaningful relationships with our customers

Our software solutions are anything but ordinary. The workflows they create serve multiple industries and generally make doing creative things a walk in the park.

We know that tools in VFX are also relevant to designers and vice versa. It's that understanding that helps us to develop flexible, open products that solve problems.

The portfolio is as creative as it is technical, packed full of ground-breaking award-winning techy goodness that will have even the most demanding organization or one-man-show salivating.

We are a little bit proud of what we achieve at The Foundry and want to take you on our journey with us.

### The Role

The Digital Marketing Manager will be responsible for recommending, developing, implementing and measuring online marketing strategies and programs. In addition to implementing strategies to drive revenue in the VFX, Design, and Games Markets, this person will also be responsible for improving the effectiveness of online lead generation programs and continually reducing the cost of customer acquisition.

Reporting directly to the Senior Marketing Manager, the Digital Marketing Manager will work closely with marketing communications, sales, and product management. Strong analytical and project management skills are required. This role requires a strong attention to detail and ability to work under tight deadlines.

### The Responsibilities

- Focus on e-commerce - this role will be measured by online sales, e-commerce volume trends, and conversions.
- Continually explore and research new online marketing channels and techniques to ensure The Foundry is leveraging best practices and implementing the most cost-effective digital marketing strategies.

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- Implement techniques such as progressive profiling to target leads with the appropriate content and quickly identify highly qualified prospects during the lead nurturing process.
- Develop, implement and manage inbound marketing strategies that optimize website and online content, improve Google search rankings for selected keywords (SEO), and continually improve the effectiveness of PPC, display networks, social media activity and blogs.
- Work with marketing communications to dramatically increase presence on LinkedIn, Facebook, Twitter, YouTube, Google+ and all other social media platforms.
- Develop outbound marketing strategies that continually improve the effectiveness of email marketing campaigns.
- Liaise with marketing communications and graphic designers to successfully execute and manage online marketing campaigns.
- Measure all online marketing activity by developing and implementing program metrics and reporting procedures to track and steadily improve program effectiveness and program ROI.
- Ensure good integration between marketing automation and sales automation solutions to maximize the productivity of the inside sales team.
- Communicate online program results within the company and educate senior management and product teams on digital marketing results and trends.
- Collaborate with the IT group and website developers to implement technology enhancements needed for marketing programmes.
- Nurture, manage and grow a team of dedicated digital marketing professionals.

## The Person

- 5-7 years of B2B online marketing experience in fast-paced environments; preferably for a SaaS company.
- 3-5 years of experience with marketing automation platforms, Eloqua expertise strongly desired.
- Proven knowledge of and success with managing online marketing programs.
- Very strong analytical skills and the ability to interpret data to optimize marketing programs.
- Extensive experience with online marketing tools including Google AdWords, online survey tools, website analytic tools (i.e., Google Analytics), etc.
- Demonstrated ability to work in collaborative environment and manage programs with cross-functional teams comprised of business, technology and creative professionals.
- Proven ability to complete projects on time and on budget.
- Strong written and verbal communication skills.
- Good leadership and problem solving skills and ability to manage multiple projects.
- Must be an independent self-starter that has a strong sense of urgency and an affinity for producing high-quality work that exceeds expectations. The capacity to juggle multiple priorities effectively within a fast-paced environment is critical.
- A creative thinker with critical analysis and problem-solving skills, along with flexibility and a knack for thinking on your feet is essential in this role.
- Proven ability to grow, nurture and manage a team.
- A Bachelor's degree in business administration, computer science, marketing, statistics or a related field is a requirement.

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## Applying

If you meet the criteria, are eligible to work and are interested, please send your covering letter, CV, salary expectations and notice period to [jobs@thefoundry.co.uk](mailto:jobs@thefoundry.co.uk) with the subject "Digital Marketing Manager".

## More About Us.

The Foundry, established in 1996, is renowned for our solutions, our customer-centric focus and our collaborative approach to development. The Foundry, with more than 270 employees worldwide, is led by CEO Bill Collis and is backed by HgCapital.

The Foundry develops award-winning software used globally by creative professionals. The portfolio lets users create inspiring and technical high-end visuals in the areas of Media Production (film, commercial, episodic, gaming), and Design, as well as participate in emerging high-growth markets such as Virtual/Augmented Reality and 3D printing.

We develop solutions and grow our market through a combination of build, buy, partner. Our R&D team has created a number of award-winning solutions. Also, we've participated in numerous funded projects, both from the UK, as well as the European Union, that sees us work with leaders across industry to develop offerings. In some cases, we've worked customers to help develop a specific solution and then commercialize the solution for broader market adoption. Finally, we merged with Luxology, the creators of MODO in 2012 and in 2014, acquired Made With Mischief.