



Atlantic Therapeutics (AT) is a growing organisation with an exciting new product that changes people's lives. We are building a team of people with the belief, passion and expertise to make our business a success and positively influence our customers' quality of life. Our vision is to enable millions of people each year to restore their pelvic floor, and thereby restore their control, confidence and active lifestyle.

**Job Title                      Digital Marketing Manager**

This is a key role within the Marketing team with responsibility for planning, implementing and reporting on the digital marketing strategy for Atlantic Therapeutics. This role has the responsibility of telling our story to the world, so we are looking for someone who can develop powerful core brand content for use / adaptation across markets, measure and monetise our content, and drive genuine value for our audience and our business through strategic, high quality digital content.

**Reporting to:    European Consumer Marketing Manager**

**What's important:**

- Truly understanding and embodying our brand values; be able to connect with and capture the imagination of our audience by telling our story with originality and passion.
- Act as our online brand guardian, ensuring all content is creative and distinctively 'INNOVO®'.
- Online marketing and sales experience.
- The ability to Initiate, execute & report on our digital marketing strategy.
- Day to day website maintenance and management experience.
- Previous experience of SEO & PPC Management and email and social network marketing.

**The day to day:**

- Play a key role in product launches and market expansion by developing a supporting digital strategy and providing content.
- Work closely with our Agency on web site development and manage maintenance of web content and features
- Use tools such as Google, Bing and Yahoo Webmaster to ensure that all sites have zero errors and where errors exist, work with IS/IT and/or relevant agencies to resolve them as quickly as possible.
- Create and continually add quality SEO content to our website
- Manage PPC Campaigns to drive high converting traffic
- Lead and manage our eCRM activity to execute regular email marketing activity, identifying market segments and sending appropriate emails at regular intervals.
- Work with local market and broader teams to understand brand/market needs;
- Understand the buying process of our customer and map content to stages of the consumer decision journey
- Work with commercial and marketing teams to build brand awareness, communicate key product messages and ultimately drive sales through Facebook, Twitter, YouTube and other social media.

[www.atlantictherapeutics.com](http://www.atlantictherapeutics.com)

[www.restorethefloor.com](http://www.restorethefloor.com)

<https://www.linkedin.com/company>



- You'll need to be able to execute across a minimum of 4 markets – adapting your strategy based on cultural & linguistic intricacies and needs.
- Manage the development of the annual digital calendar of activities and prepare content for multiple channels; including digital, email, social media, YouTube, partner's websites etc.
- Work with agency partners and external suppliers to create briefs and ensure content is delivered on time, and in budget (to include freelance copywriters, translators, photographers, agencies, and videographers).
- Set KPI's and measure these to ensure that content meets its original objective.
- Use tools such as Google Analytics and Hitwise to ensure that conversion rates and sales are optimised.
- Support ongoing development of AT annual business planning across all EU markets (and globally where appropriate), supporting marketing and sales initiatives, customer care initiatives and operational requirements.
- Actively keep up to date with advances in digital marketing and E-Commerce

#### **Where you've come from:**

- A third level qualification in Business/Marketing with at least 3 to 5 years' experience in digital marketing – must have experience using CMS systems and analytics software.
- Experience in the health and wellness industry, particularly women's health would be a distinct advantage.
- Must have experience working with consumer brands.
- Creative flair & originality. Ability to create effective and engaging digital content.
- Experience interpreting data and market research to determine key brand insights that can change consumer behaviour and contribute to the bottom line.
- Must have experience using Hubspot software and CRM tools.
- Excellent written English language and grammar.
- Experience marketing across more than one market and more than one language.

#### **Who you are:**

- A proactive self-starter with the ability to work on their own initiative.
- Customer oriented and focused.
- Business and performance focused – analytical and deadline driven.
- A solution focused achiever with a "Can Do" attitude.
- Excellent written and oral communication and presentation skills.
- Ability to multi-task - capable of prioritising work across multiple projects.
- Positive approach; energetic, personable and empathetic.
- Strategic in organising how to tackle new challenges / projects.
- Systematic and orderly with the ability to work effectively under pressure.
- Friendly and collaborative in work style.
- Quick and efficient, processing work at a high rate.
- A flexible team player with strong cross-functional working capabilities.

#### **How you work:**

We have created a list of competencies that are required at different levels, for every role within our Company:

[www.atlantictherapeutics.com](http://www.atlantictherapeutics.com)

[www.restorethefloor.com](http://www.restorethefloor.com)

<https://www.linkedin.com/company>



**COMPETENCY**

**ADVANCED/INTERMEDIATE/BASIC**

Communication	Advanced
Interpersonal skills	Advanced
Adaptability/Flexibility	Intermediate
Accomplishments/Results Orientation	Advanced
Attention to Detail	Advanced
Customer Service Orientation	Intermediate
Sales Orientation	Intermediate
Decision Making, Problem Solving & Judgement	Advanced
Initiative & Innovation	Advanced
Leadership	Intermediate
Planning & Organisation	Advanced
Pressure Tolerance & Resilience	Advanced
Supervising & Developing Others	Intermediate
Teamwork/Working with Others	Advanced