

Role Profile: Digital Campaign Manager

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| Business Unit: Job Family: Department name: | | Megger Group 10 Marketing | |
| Core purpose: As the Digital Campaign Manager at Megger, your core purpose is to plan, execute, and optimize online marketing initiatives to achieve specific goals, such as brand awareness, lead generation, or sales. This role involves utilizing various digital channels, analysing data, and employing strategies to enhance Meggers online presence and drive desired outcomes. | | | |
| Role summary: The Digital Campaign Manager will play a key role in developing and overseeing online marketing strategies. Your responsibilities will include planning, executing, and optimizing digital campaigns across various channels such as social media, email, and online advertising. You will analyze data, track key performance indicators, and adjust strategies to achieve specific business objectives, whether it's increasing brand awareness, driving traffic, or generating leads. In addition, you collaborate with cross-functional teams, staying abreast of industry trends and leveraging technology to maximize the impact of digital marketing efforts. | | | |
| Reports to | Global Digital Marketing Lead | Number of direct reports for role | 0 |
| Primary objectives Increase Brand Awareness: Develop and execute digital campaigns that enhance the visibility and recognition of the brand in the online space. Utilize social media, content marketing, and online advertising to reach and resonate with the target audience. Monitor key brand metrics and implement strategies to strengthen brand presence in the digital landscape. Drive User Engagement: Create compelling and relevant content across digital channels to encourage user interaction and engagement. Optimize social media strategies, email marketing, and other online touchpoints to foster a community around the brand. Implement strategies such as contests, polls, and interactive content to enhance audience participation and connection. Generate Conversions and ROI: Develop and implement campaigns with a focus on achieving specific conversion goals, such as lead generation or sales. Utilize data analytics to track and measure the performance of campaigns, identifying areas for optimization. Optimize digital advertising, landing pages, and conversion funnels to maximize return on investment (ROI) and achieve desired outcomes. | | Customers Internal: Category manager, Product Manager and Industry Leader External: All Megger customers and distribution partner within the assigned segment(s) | |

| Main Responsibilities | | |
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| Key Result Area | Specific Activities | Measure |
| Campaign Performance and Optimization | Campaign Planning and Execution: | KPIs as set per segment, weekly reviewed in scrum team and monthly |

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| Brand Visibility and Reach | Develop and implement comprehensive digital marketing campaigns across various channels, including social media, email, and online advertising. | reviewed in Global digital team |
| Lead Generation and Conversion | Collaborate with cross-functional teams to align campaign strategies with overall business goals. | |
| Cross Functional Collaboration | Performance Analysis: | |
| Content Development and Creativity | Monitor and analyze campaign performance metrics, providing insights and recommendations for optimization. | |
| Market Research and Innovation | Use data-driven insights to make informed decisions and enhance campaign effectiveness. | |
| | Budget Management: | |
| | Manage digital marketing budgets effectively, ensuring maximum return on investment. | |
| | Explore cost-effective strategies and opportunities to optimize spending. | |
| | Creative Development: | |
| | Work closely with creative teams to develop compelling and on-brand campaign content, including ad copy, visuals, and landing pages. | |
| | Market Research: | |
| | Stay informed about industry trends, competitor activities, and emerging digital marketing technologies. | |
| | Implement best practices and innovative approaches to maintain a competitive edge. | |

| Experience, Skills & Knowledge required to be successful in role | |
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| Technical Skills/Knowledge/Qualifications | Soft Skills |
| <ul style="list-style-type: none"> • Bachelor's degree in marketing, communications, or a related field. • Proven experience as a Digital Campaign Manager or in a similar role. • Deep understanding of digital marketing channels, trends, and emerging technologies. • Proficient in analytics tools and platforms for performance measurement. • Experience with managing web content, preferably in Drupal environments | <ul style="list-style-type: none"> • Followership – this is a critical role for the future business success of the assigned segment(s) but you'll need to take the team along the journey • Analytical – As digital marketing can generate a vast amount of data, be able to know what is relevant and interpret to drive actions • Deal with Ambiguity/Agility – know that sometimes getting things fast can be more important than 100% accurate, be confident in decision making and always verify |

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| <ul style="list-style-type: none"> • Experience with tools like Hootsuite to manage content and/or campaigns on various social media channels • Experience in e-mail/marketing automation platforms, SAP Marketing Cloud is a nice-to-have • Solid MS Excel skills | <ul style="list-style-type: none"> • Strong project management skills and attention to detail. • Excellent communication and interpersonal skills. |
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| Job Level | <input type="checkbox"/> Individual contributor <input type="checkbox"/> Leader of People <input checked="" type="checkbox"/> Senior Level Individual contributor <input type="checkbox"/> Leader of Leaders |
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| Shared Values |
| <p>Caring Putting the customer first with a 'can do' approach and fully understanding their needs and challenges. Actively develop close, mutually beneficial, working relationships with colleagues.</p> <p>Captivating Help solve colleague and customer problems by doing something different, by thinking unconventionally.</p> <p>Consistent Bring a positive attitude to work and take pride in your job. Welcome problem solving and shared learning whilst maintaining high standards of work in the team.</p> <p>Creative Be prepared to solve and work out options within the team, think positively about new approaches or alternative ways to solve any problems. Actively seek out opportunities for improvement and feed these back into the business.</p> <p>Confident Seek knowledge, ask questions and support others.</p> |

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| Benefits |
| <ul style="list-style-type: none"> • Excellent training and development opportunities • Career development in a growing multinational company • Local benefits available depending on regional country |