

## Job Description – Digital Marketing Manager

---

*Location - Hybrid / on-site (Bristol, London or Manchester) – or remote*

*Salary: £35,000 to £45,000 (Full Time equivalent) - flexible depending upon seniority*

*Part time role, 32 hours per week (4 days a week)*

*Eunomia work a "nine-day fortnight". Full time employees have a 3-day weekend every other week.*

### **About the Company / Role:**

Eunomia Research & Consulting is an independent and ethical environmental consultancy.

We're social-environmental problem-solvers and researchers with a difference. Combining real world consulting experience and deep knowledge with an active role in policy, empowers us to provide pragmatic, science-led solutions that reduce human impact on the planet.

Eunomia currently has over 150+ employees worldwide, working in five offices, across three continents.

As the leading experts in our field for more than 20 years, our role is to challenge the status quo.

Our incomparable expertise means we ask the right questions and dare to go where others won't. We get to the heart of the real issues impacting our clients' businesses and impacting society.

We specialise in the fields of waste management, resource efficiency, circular economy, low carbon energy, marine planning, natural economy and climate change mitigation.

Our team is unfailingly passionate about the future of our planet and society. That's why every day, we strive to do work that leaves our planet in a better place for the next generation. Our work on creating a regenerative circular economy is testament to this – boundary pushing and innovative beyond the norm, to deliver for planet and people.

Our desire to lead by example, and our enthusiastic and supportive team, makes Eunomia a stimulating and rewarding place to work.

More information can be found on our website [www.eunomia.eco](http://www.eunomia.eco) or on our LinkedIn pages.

### **Job Description**

We are seeking a Digital Marketing Manager to join our busy Marketing Communications team. This role offers an exciting opportunity to lead and develop the digital marketing strategy for a dynamic consultancy, driving growth and enhancing our online presence.

We are recruiting this position alongside other new marketing communication roles at a time when Eunomia is expanding its marketing communications team. The new team will be delivering an exciting new marketing strategy and plan in 2025 which will be pivotal to delivering the business strategy.

Working closely with the Head of Marketing Communications, you will play a pivotal role as the guardian of our digital brand. You will develop and execute digital marketing plans and campaigns to increase awareness and drive revenue growth.

In addition to campaign management, you will oversee the development and day-to-day management of all digital channels. Collaborating closely with content colleagues in the Marketing Communications team, you will ensure projects are delivered on time and within budget.

You will bring a commercial mindset, a proactive and flexible approach, and a strong work ethic. Highly organised and quality-driven, you will also demonstrate a personal commitment to tackling environmental and sustainability issues.

## ***Key Responsibilities***

### **Digital Marketing Planning**

- Work with the Head of Marketing Communications to design and implement a digital marketing plan that drives revenue growth.
- Align the plan with the Marketing and Sales Strategies, as well as the forthcoming Business Strategy.

### **Email Marketing**

- Plan, execute, and manage all email marketing campaigns and external newsletters.
- Develop and optimise email automation workflows to improve engagement and conversions.
- Enhance and maintain the CRM system (Mailchimp) to support marketing strategies and drive lead generation.

### **Website Management and SEO**

- Collaborate with a website agency to develop and maintain the company's WordPress website.
- Implement strategies to improve organic search visibility (SEO) through keyword optimisation, technical SEO, and high-quality content.
- Manage, evaluate, and optimise Google platforms, including Google Analytics, Google Business Profile, and Google Search Console.

### **Digital Campaign Development and Growth Marketing**

- Create and execute digital campaigns to promote consultancy products such as client webinars and thought leadership white papers.
- Work with the Marketing Communications team to produce optimised, compelling campaign content.

- Identify opportunities for customer acquisition, retention, and growth using data-driven marketing experiments.
- Develop and execute A/B tests to optimise conversion rates.
- Build and implement customer lifecycle marketing initiatives using segmentation and personalisation.

### **Digital Advertising**

- Plan, execute, and manage paid social media campaigns, including LinkedIn Sales Navigator and Google Ads.
- Monitor and refine campaigns based on performance data to maximise ROI.

### **Video Content and Webinars**

- Support the creation and promotion of short-form video content.
- Assist in the marketing and delivery of webinars.

### **Directory and Review Management**

- Manage and update all online directories and review platforms where the company is listed.
- Monitor and respond to reviews while ensuring accurate information is maintained.

### **Performance Evaluation and Reporting**

- Regularly evaluate digital channels and campaigns to identify trends and opportunities.
- Create detailed reports outlining performance metrics, successes, and areas for improvement.

## **Essential Criteria**

### **Qualifications and Experience**

- Degree-level education or equivalent professional experience.
- Proven experience in digital marketing planning and execution, preferably in a B2B or professional services environment.
- Strong background in email marketing, website development, growth marketing, and customer acquisition strategies.
- Expertise in developing and managing WordPress websites.
- Proficiency in email marketing / automation and CRM platforms, such as Mailchimp.
- Hands-on experience with SEO, including technical SEO and content optimisation.
- Practical experience with Google platforms (e.g., Google Analytics, Search Console, Business Profile Manager).
- Demonstrated ability to execute and optimise paid campaigns on platforms such as LinkedIn and Google Ads.
- Proven track record of driving growth through A/B testing and data-driven marketing experiments.

### **Skills and Knowledge**

- Strong understanding of email marketing and automation tools (e.g., **Mailchimp**).

- Strong analytical skills with experience in using digital analytics tools to measure and improve performance.
- Knowledge of conversion rate optimisation techniques.
- Excellent written and verbal communication skills, with the ability to produce engaging content.
- Familiarity with customer segmentation, lifecycle marketing, and personalisation.

### Attributes

- Results-driven mindset with a focus on measurable outcomes.
- Strong project management and organisational skills.
- Proactive, creative problem-solver with a collaborative attitude.
- Ability to work independently and take ownership of responsibilities.
- Commitment to brand consistency and alignment.

### Desirable Criteria

#### Qualifications and Experience

- A professional qualification in **digital marketing**.
- Experience in growth marketing within consultancy or professional services sectors.
- Familiarity with advanced email and CRM platforms beyond Mailchimp.
- Experience managing third-party agencies for digital marketing and website development.
- Experience working for a company who operates internationally in different markets with remote workers

#### Skills and Knowledge

- Advanced knowledge of SEO techniques, including link building and technical optimisation.
- Familiarity with tools and platforms for growth hacking, such as customer journey mapping.
- Awareness of emerging trends in digital marketing, including **AI** and **short-form video content**.

### Attributes

- Innovative, forward-thinking mindset with a focus on seizing growth opportunities.
- Passionate about continuous improvement and creative problem-solving.
- Demonstrated interest in **sustainability** or **environmental consultancy**.

### Benefits

**A competitive salary (the provisional salary range for this role is £35K - £45K but there is flexibility for exceptional candidates) with excellent benefits (including Private Healthcare [which includes dental provision], EAP, Death in Service scheme, Group Pension, Income Protection Scheme (after completion of probationary period). 24 days holiday per year (pro-rated for part-time employees) plus Bank Holidays, rising by 1 day each year to a maximum of 30 days per year and the option to "buy" up to five more days annual leave. All of us have a monthly wellbeing allowance and can take an additional 2 days "leave" a year for volunteering.**



*Eunomia embraces equal opportunity in the workplace and throughout the recruitment processes. We are committed to building a diverse and inclusive team of brilliant, exceptional individuals. We therefore welcome and enjoy receiving applications from all candidates, and do not discriminate based on age, disability, sex, gender confirmation, sexual orientation, marital status, pregnancy and maternity, religion, or belief, ethnic or national origin and race.*

Eunomia Research & Consulting is committed to protecting data and respecting the privacy of persons it deals with. In so doing, we comply with the requirements of the General Data Protection Regulations (GDPR) 2018. We confirm that in the event you apply for a role within Eunomia, your details will be securely held by the company in line with the company's Privacy Policy which is available on Eunomia's website. We encourage you to read this policy in order that you understand our legitimate reasons for processing your data, as well as your rights regarding submitting your personal information to us with regard to recruitment.

***We are a Living Wage employer. Company no. 4150627***

**To Apply:**

In the first instance, please contact Neal Utting via [jobs@eunomia.co.uk](mailto:jobs@eunomia.co.uk) attaching a CV - and an outline of your current situation and why you would like to explore working with Eunomia and feel that you are suitable for the role **by Monday 6<sup>th</sup> January 2025**. If you have any initial queries, you can email Neal via the same email address.

***All applications will be treated with the utmost confidentiality.***