

Digital Performance Manager

Michael Page • Robina QLD 4226



Base pay

\$140,000 - \$141,000



Work type

Full time



Contract type

Not provided

Job details



Date posted

17 May 2022



Expired On

21 Jul 2022



Category

Marketing & Advertising



Occupation

Direct Marketing & CRM



Base pay

\$140,000 - \$141,000



Work type

Full time



Job mode

Permanent



Industry

HUMAN RESOURCE



Sector

Full job description

- Utilise your digital marketing skillset for a national household name
- Competitive salary and strong career progression opportunities

About Our Client

Join a global food and beverage company headquartered in Queensland, Australia. The client is a multi-brand retail food and beverage franchise owner with several household-name brands. These brands interact with over millions of Australians every year.

Job Description

Strategic

- Work with the Marketing & Digital team to develop and implement an ecommerce strategy and technology roadmap
- Grow and strengthen the QSR digital presence, speed to market and customer engagement
- Work with the division on budgeting, ensuring development project costs are kept within budget
- Driving change and providing direction to a team and stakeholders, motivating them to execute against priority growth levers.

Project Management

- Liaise with the QSR Division to identify key project requirements
- Use agile methods to manage and deliver required projects
- Project manage vendors and/or internal teams, hosting daily stand ups with development resources to maintain and improve digital products
- Provide regular project updates to management including participation in daily standups, weekly reporting and monthly project reports
- Facilitate group workshops with key divisional stakeholders

Analysis

- Undertake regular market and competitor analysis to understand trends and capitalise on immediate growth opportunities
- Website UX & CR optimisation
- Set measurable objectives for all ecommerce platforms and report on results
- Provide scheduled and adhoc reporting for the relevant business units

Team

- Work in collaboration with PPC/SEO Agency. You will leverage paid & owned media channels as well as SEO to drive our market share, visibility & ultimately commercial success.
- Act as a subject matter expert and voice of the digital performance area across divisions
- Manage IT relationship with internal IT department
- Regularly contribute to the growth of fellow team members

Operational

- Project manage vendors and/or internal teams, hosting daily stand ups with development resources to maintain and improve digital products with input from key stakeholders
- Develop an operational understanding of each brand system to ensure the digital initiatives undertaken drive growth, whilst not hindering franchisee efficiency
- Regularly meet with operational staff and franchisees to understand business processes and to foster collaboration
- Own the data. Work with large amounts of data, with a quantitative skillset to determine effectiveness of activity and marketing spend
- Manage Web CMS configuration and support, including franchisee portals

General

- Undertake any other duties as required by Management
- Adherence to of all Company policies and procedures including health and safety
- Complete any reasonable tasks as requested by your line manager or member of the Executive team
- Adherence to and enforcement of all Company policies and procedures including health and safety

The Successful Applicant

- 5 years of experience in growth marketing with a focus on digital & e-commerce marketing
- Demonstrated ecommerce management experience in a comparable business on a national scale
- An adaptive change catalyst, fostering innovation and digital success
- Ability to take ownership and initiative

- In-depth knowledge and experience in channel strategy
- Understanding of digital project management methodology (agile) and data tools, BI, Jira, Google Analytics, data studio and others and proven experience in visualising/quantifying results
- Experience managing large amounts of data, with a quantitative skillset to determine effectiveness of marketing spend
- In-depth understanding of PPC & SEO strategy
- Website UX & CR optimisation experience
- Interpersonal & stakeholder management experience
- Commercial Acumen
 - Data-driven & technically proficient
 - Test and learn mindset ready to challenge the status quo and implement new strategies and prove their effectiveness through reporting
 - Be a digital marketing champion, with a best practice approach and passionate about sharing your skills and approach with broader business
- Be highly organised with exceptional attention to detail/accuracy and time management
- Positive and professional manner, integrity and a willingness to accept responsibility
- Energetic, eager and self-motivated with an ability to juggle multiple tasks to produce quality work output and achieve results within quick turnaround times
- Outstanding communication and interpersonal skills with a positive, proactive outlook
- Desire to provide excellent customer service

What's on Offer

Join a national, multi-brand company during an exciting time of growth for their digital marketing and user experience enhancement. Work across a variety of brands, lending your digital acumen to refine the client's online offerings to the market. Competitive remuneration and career development.