

## Head of Digital

### Are you an experienced digital marketer who's ready to be our lynchpin for performance and nurture campaigns?

If so, we might have a position for you.

This is a unique chance to join a rapidly growing B2B agency and play a lead role in the continued expansion of our in-house digital capabilities.

Reporting directly to the board, you'll have responsibility for ensuring all aspects of our digital marketing offer is best in class and delivers strong commercial ROI for our clients.

This will mean you'll be involved from the start of projects to ensure the correct strategy is in place, right through to making sure campaigns are delivered effectively.

### What we're looking for

A digital marketing specialist with a proven background in delivering successful performance and nurture campaigns. You will be comfortable using a wide range of different technology and tactics, and crucially you'll know how to get the best results on a consistent basis. Experience with international B2B campaigns would be a distinct advantage but is not mandatory.

### As Head of Digital your responsibilities will include, but not limited to:

- Ensure the Lesniak Swann in-house digital offer is best-in-class standard.
- Act as key client-facing consultant for effective digital marketing strategy.
- Oversee the agency's effective use of all relevant technology and tactics, including PPC, SEO, email, automation and more.
- Lead on the delivery, reporting and optimisation of campaigns that deliver measurable business results.
- Oversee agency staff performing day-to-day delivery of digital campaigns.
- Ensure client use of CRM and CMS technology smoothly links marketing with sales.

### In return we will provide:

- Salary starting at £50,000, with higher salary levels negotiable depending on experience.
- A pension contribution of 5%.
- 25 days holiday plus bank holidays (usually 33 days a year in total).
- Additional time for Christmas closing – usually at least an extra 3 days.
- Flexible working with currently 50% of time spent in the office.
- Bonus scheme based on personal and agency performance.
- Charity work time matched by the firm meaning that if you give up your own time to raise money for our annual chosen charity we'll give you the time back.

Plus a range of training and development opportunities including regular courses (both internal and external) ranging from 1 hr. seminars to degree level qualifications and beyond. We will also encourage you to obtain the CIM Certificate in Professional Marketing if you don't already have it.

### Interested?

To make an application please send a covering letter/email/note to Alex Swann saying what you could bring to Lesniak Swann, together with your CV. If you are sending your application by email please send it to [alexs@lesniakswann.com](mailto:alexs@lesniakswann.com)

In the covering letter/note please make sure that you say how much you want to earn and let us your know what your favourite oatcake filling is - these things are important.