



Role: Digital Marketing Manager
Location: Shoreditch, London
Rate: £30,000 to £35,000 Per annum (*based on experience level)
Contract: Full time permanent
Start date: September 2021

Who we are

I-AM is an independently owned creative consultancy with a worldwide client roster and studios in London, Istanbul, Dubai and Mumbai. We have assembled some of the best creative minds from across the globe including brand consultants, architects, interior designers, service designers and UX specialists. We are an established international company that requires the skills of an experienced digital marketing manager as part of our London team.

The Role

We are looking for a self-starter who can lead the digital marketing strategy and execution to support the overarching business development targets. Creating social marketing opportunities to support with brand engagement, awareness, and lead generation. An understanding of the creative industry is essential, with ideally 2 to 4 years' experience in marketing and a proven ability to deliver results. You will be reporting directly to the Head of New Business Development and I-AM's Group Managing Director.

Key Responsibilities:

Social Media Management

- Creating & Formatting content
- Posting, scheduling, and managing content upload
- Managing and updating I-AM's social media accounts with interesting and relevant content. Instagram and Twitter.
- Managing the I-AM linked in account, posting relevant and interesting content.
- Boosting the directors' profiles.

Online Performance Analysis & Quarterly Reporting

- Google Analytics
- Data Studio
- Social Media Analytics

CRM Database Management

- Regularly updating and tagging new contacts into the database
- Managing segmentation of database for email marketing

Email Marketing & Campaign Automation

- Design emails & newsletters in KEAP (Infusion Soft)
- Create automated marketing sequences as needed for campaigns, launches and events

Overseeing: SEO & 3rd party Digital agency briefs

- Briefing and supervising SEO agency briefs and monthly reports
- Similarly, for: LinkedIn Automated Messaging Leads, PPC, briefs to web developers as needed.

Website CMS management

- Keeping website up to date - uploading blog posts and project case studies
- Alongside developer, managing any website issues

Required proficiencies:

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**PEOPLE
INSPIRED
EXPERIENCES**

- Minimum of 2 years Marketing Experience.
- Experience in Google Analytics.
- Experience in creating social media content.
- Knowledge in email marketing and automation.
- An understanding of SEO & PPC.
- Knowledge of the design world and creative processes.
- Creative, good aptitude for conceptual thinking is essential.

Nice to have:

- InDesign, Photoshop and Illustrator experience.
- understanding of all marketing disciplines including PR.
- Ability to mentor and lead a team.
- Understanding of business strategy and operations.

Who you are

Ambitious, curious, intelligent, with a huge can do attitude and a way with people. You'll need to be able to think on your feet, be professional and always be willing to step up to the challenge. We're a team and there is nothing more important than working together.

What is I-AM like to work at?

We have an open plan studio in the heart of Shoreditch, which has a relaxed, and friendly atmosphere. We are an ambitious agency, always listening to new ideas and pushing ourselves further, but with the confidence of having been around for 20 years. There is always an excuse for a gathering and because of this the teams play hard and work hard together.

If you are ambitious, passionate and a team player then we'd love to hear from you.