

## Digital Manager

Wolfstar, the multi award-winning PR and social media agency, is seeking an enthusiastic, driven and knowledgeable Digital Manager to join its friendly, Leeds-based office.

### Overall description

The Digital Manager is an integral part of the agency. The successful candidate will manage and support accounts with a clear focus on digital media. Working alongside Directors, Head of Creative, Account Managers and Account Executives the right candidate will ensure that digital campaigns are run to the highest standard, providing strategic oversight of all digital projects in the agency. The role involves developing effective digital strategies and activities for clients and to oversee execution, quality controlling all aspects of the clients' programmes and maintaining a strong relationship with the agency.

### Key responsibilities

- Develop and manage digital marketing campaigns
- Oversee the social media strategy for all clients
- Manage and maintain a wide variety of websites built on differing content management systems
- Track and analyse website traffic flow and provide regular reports
- Attain key performance indicators such as reducing the website bounce rate, increasing dwell time or improving conversion
- Propose and manage SEO campaigns
- Fix any errors or bugs in online content
- Create and oversee pay per click (PPC) ad management
- Identify new trends in digital marketing, evaluate new technologies and ensure the agency is at the forefront of industry developments, particularly developments in mobile marketing
- Work alongside content creators, PR executives and the wider team to ensure an integrated approach to campaigns.

## Person specification and core competencies

### SEO

- Have a good understanding of SEO best practice.
- Be able to effectively audit a website, and provide recommendations based on current best practice.
- Be proactive in keeping up-to-date on the latest SEO news.

### Social Media

- Have a good understanding of current key social media channels, including, but not limited to: Instagram, Facebook, LinkedIn and Twitter.
- Be able to provide oversight on the success and failings of social media accounts.

### Meetings

- Be willing to be involved in client facing meetings
- Be confident in providing advice in client meetings, supporting the Account Director and Account Manager in answering queries relating to digital media.

### Web Development

- Have a good level of competency with a number of commonly used CMS platforms, including Wordpress, Umbraco, Magento, Drupal and Squarespace.
- Have a basic level of understanding of key web-development languages, HTML, CSS, JavaScript and some C++.
- Have a good head for problem solving, in particular locating and amending website issues.
- Have a good understanding of LAMP servers

### Content

- Understand the importance of content led campaigns.



PR | DIGITAL | SOCIAL | CREATIVE

Crucially, we're looking for someone who will be the perfect fit for our 10-strong team. So, whether you've one years' experience or ten, if you're enthusiastic, willing to learn and keen to work with a close but friendly team, we'd love to hear from you.

At Wolfstar you will enjoy a competitive salary, incentive scheme, generous holiday and a variety of additional benefits.

In the first instance, please send cover letter and CV to Marie Lees [marie@wolfstarpr.com](mailto:marie@wolfstarpr.com)