



## Digital Marketing Manager, part-time

Anita's List is a unique digital platform for new parents. Anita shares her unparalleled knowledge and insights, gathered from one-to-one private consultations with more than 12,000 parents over the last 20 years, through free-to-use expert video guides and top tips. Parents can create their own baby lists, compare the best prices, buy through affiliate links and share their baby registry with family and friends.

### Role

- Part-time Digital Marketing Manager, implementing top, middle and bottom of funnel strategies to drive awareness, engagement and conversion as per the social media & content plans
- Competitive salary based on experience
- This is a remote role with approximately 2 content days per month in Barnes, London and occasional in-person events

### Skills & Experience

- Proven experience in digital marketing with premium consumer brands
- Track record of successful campaigns
- Graphic design experience
- Excellent communication and teamwork skills
- Strong analytical skills to improve brand performance and increase ROI
- Commercial acumen
- Highly empathetic, caring, non-judgmental and warm personality
- Pro-active and independent approach
- Experience with Shopify would be a bonus

### Key Responsibilities

Implementing our digital marketing strategy, to include:

#### Content Management

- Manage newsletter and email campaigns
- Create new content in close cooperation with Anita and the team
- Disseminate existing content
- Monitor, analyse and report on campaigns using Google Analytics etc to measure performance against KPIs

#### Social Media Management

- Manage and grow brand presence on social media platforms
- Create, schedule, track and optimise social media posts
- Manage and respond to comments and DMs

Applications to be sent to [johanna@anitaslist.com](mailto:johanna@anitaslist.com) by the end of Sunday 14th April