

Data & Digital Assistant



South Manchester – Full Time - £18-20k depending on experience.

mmadigital is a customer acquisition business engaged with UK law firms and other professional companies to generate new clients utilising proprietary technology together with digital marketing and other marketing channel expertise.

Due to rapid growth this position has opened up to assist the Director of Marketing Performance in both CRM database management as well as B2B digital marketing activities, including content management, email marketing and social media. The ideal candidate might also possess some HTML skills - although not essential.

This is a great opportunity if you have a passion for technology and using data to deliver highly targeted marketing campaigns. mmadigital prides its growth on delivery of performance to its clients and the right candidate also have a desire for success, teamwork and achieving great results.

Principal Responsibilities - Data

- Administration, configuration, implementation and support of Salesforce CRM platform that includes applications such as Sales, Marketing, Customer Service and Communities;
- Generating and analysing custom reports and dashboards in Salesforce CRM platform;
- Acting as a primary point of contact for CRM database support and developing training and documentation to support other users within the business;
- Ensure accuracy of client and prospect data through regular data cleansing;
- Support data protection (incl. GDPR) compliance and best practice;
- Liaise closely with external parties including Salesforce and partner organisations to support enhancements and issue resolution.

Principal Responsibilities - Digital

- Develop and implement B2B marketing campaigns;
- Conduct research and analyse data to identify and define audiences;
- Create, edit and publish website and email marketing content (WordPress / MailChimp);
- Undertake minor HTML changes to the website and email templates;
- Manage company social media channels, including LinkedIn and Twitter;
- Work with our PR agency to generate national media coverage;
- Contributing to various wider digital & marketing projects.

Desired Skills, Experience and Qualifications

- Experience of working within a CRM platform, ideally Salesforce;
- Experience of using a website CMS, ideally WordPress;
- Experience of using e-marketing software, ideally MailChimp;
- Strong analytical skills and data-driven thinking;
- Strong attention to detail and excellent written English;
- Microsoft Word/PowerPoint/Excel competence;
- Social media account management competence;
- Strong grasp of current marketing tools and strategies;
- Ability to manage multiple concurrent tasks/projects;
- Great interpersonal skills and ability to deal with all levels of management & staff.

A career with mmadigital offers you the opportunity to be part of a business that is disrupting the lead generation market and be part of our journey to be an industry leader in technology-powered customer acquisition.

If you have a true passion for data integrity and digital marketing and are driven to learn, develop and deliver outstanding marketing campaigns through innovative, data savvy decisions, then please apply.

If you're interested in applying for this vacancy, please send a covering letter your CV to rob.macfarlane@mmadigital.co.uk or call us on 0161 452 0311 for more information.

We can't wait to hear from you.