



Futures

Digital Marketing Manager (Maternity Cover) – Tiffany & Co.

The Role

This position, which reports into the VP Omnichannel EMEA, is responsible for developing and optimizing EMEA regional performance strategy against goals (ROI and sales KPIs) and business needs across channels, including Paid Search, Paid Social, Display Programmatic, Affiliate Marketing, SEO and leveraging first party data strategy. This position requires to champion and identify new media opportunities and positioning to expand EMEA business with sales and performance forecast (Adobe, Google Analytics, Google Ads). Strong analytical capabilities and budget management experience are needed as well as great sense of communication to work with and manage external agencies. The Digital Marketing Manager works directly with multiple cross functional teams and has a pivotal role with local, regional and global teams. A critical component of the role is to work closely with Global IT, Global Media and Legal to ensure that our digital marketing activities have the correct technical build and are legally compliant. This individual understands the primary performance marketing channels and has experience of audience targeting and campaign creation and can articulate the benefits of digital marketing strategies to the entire business. The Digital Marketing Manager has one direct report and requires management skills to develop the team.

Key Accountabilities

Paid Search

- Lead the Paid Search strategy across our 9 European websites, challenge the agency on a daily/weekly basis to make sure we hit our goals and drive efficiency.
- Suggest strategic optimisations on the accounts to boost online sales, such as re-structuring of campaigns, writing text ads, coordinating translations, improving audience targeting, and test new opportunities.
- Review regularly the structure of the product feeds for Pmax to make sure it's optimised.
- Build forecast with the agency, track budget spend and lead the decisions regarding the best distribution of budget across countries and campaigns.



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- Look for synergies between the digital performance channels and suggest enhancements that will improve the customer experience and generate revenue.

Paid Social

- Support the Specialist in leading all lower funnel campaigns and strategies across all our platforms (Meta, Snapchat, Pinterest and TikTok).
- Challenge the agency to meet our goals, deliver qualitative reports and commentaries on a weekly and monthly basis and escalate any issues to senior management in the agency.
- Evaluate the potential of new platforms and manage their launches with the Specialist while coordinating a smooth communication between agencies and internal Brand and Global teams.
- Coordinate with the Specialist the selection of the right assets and copies for prospects and website visitors and build strong audience targeting to deliver sales.
- Complete weekly and monthly reporting on paid social activity.

Display Programmatic

- Build media plan with agency and challenge performance on a weekly basis to meet our KPIs.
- Request creative assets to Global and select the ones that balance brand elevation with commerciality to drive online sales.
- Suggest and review regular bidding, creative and audience optimisations to boost performance.

SEO and Affiliate Marketing

- Support the Digital Marketing Specialist by reviewing the performance of existing publishers in the affiliate network and by aiming to generate brand consideration and revenue for Tiffany & Co.
- Review the plans from the Specialist to drive more brand exposure via paid placements.



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- Ensure that creative assets promoted by the publishers are aligned with the brand image and our marketing calendar.
- Project plan new affiliate inclusion and/or change of commercial agreements with existing partners in partnership with the Specialist.
- Challenge the performance and support new initiatives or optimisations to meet our targets.

Budget Management and Reporting

- Analyse and deliver weekly and monthly reporting of our marketing channels to senior management.
- Manage performance marketing budget, annual planning and the budget allocation across campaigns and countries for all channels.
- Build media plans for Finance and work closely with the team to ensure our media spend follows the finance budget forecasted.
- Receive, track, and approve all invoices monthly.
- Challenge forecasts delivered by the agencies and build plans in collaboration with Publicis.

Technical & Administrative Support

- Be the point of contact for all pixel implementations on the website and coordinate between Marketing, Legal and IT teams.
- Request first-party data to the CRM Global team on a quarterly basis and upload them to the relevant channels.
- Support the Digital Marketing Specialist for all GDPR questions and updates as it relates to UK/EU websites via an appropriate CMP (Consent Management Platform).
- Support the Specialist with our feed management partner and trouble- shoot issues between agencies, suppliers, and Global IT when necessary.

Required Qualifications

- Degree educated or equivalent experience.
- Prior experience working across digital performance marketing, paid search, paid search, display, affiliates.
- 5+ years of experience.



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- Experience with audience targeting, performance tracking, creative selection and deployment.
- Experience with paid search campaign management and optimization.
- Experience with Adobe and/or Google Analytics
- Ability to build relationships quickly and coordinate projects across several levels of the organisation.
- Excellent drive and strong problem solving and communication skills.
- Management skills and ability to develop a direct report.
- Strong budget management and analytical skills.
- Experience working with managing and motivating agencies and building direct relationships with suppliers

More details and application link available [here](#).