

Performance Marketing Manager

We are a dynamic, innovative, and growing company looking for an ambitious and hard-working individual to join our team. Running a small business is hard work. There is a huge amount of information out there and small businesses can easily become overwhelmed by all the conflicting advice. That's why at Mazuma, we make life simple for small businesses by handling all their accounts and tax needs for them.

Whether a business is ProTech or NoTech, we've got them covered. Our mission is to innovate and solve problems on behalf of our clients.

Founded in 2006, Mazuma Accountants is the UK's leading online accountants for small and micro-businesses.

Having grown steadily over the last 17 years, we have plans to significantly accelerate that growth and Marketing plays a key role.

This is a results driven role perfect for an experienced and enthusiastic digital marketer with a passion for showcasing how marketing can make a difference to a company's success.

Responsibilities:

- Drive customer growth across multiple channels, including digital advertising, SEO, SEM, social media and referral programs.
- Manage all aspects of PPC campaigns, including keyword research, ad copywriting, bidding, and budget management.
- Conduct keyword research, on-page optimization, and content recommendations to enhance SEO efforts and drive organic traffic.
- Manage outbound email nurture campaigns
- Continuously monitor campaign performance, a/b test, analyse data, and adjust strategies to maximize ROI and achieve KPIs.

Requirements & Experience:

- Bachelor's degree or relevant qualification in Marketing or Digital Marketing.
- Minimum of 2 years experience across digital marketing techniques, including SEO, SEM, and social media advertising - LinkedIn and Facebook Ads, PPC, email marketing, and content creation.
- Experience working with marketing automation platforms such as Mail Chimp, Pareto, Hubspot etc
- Experience using digital marketing analytic tools e.g. Google Analytics, Google Webmaster and Google Tag Manager
- A strong drive to achieve sales targets and quick to react when necessary.
- Extensive experience in digital marketing, focusing on customer acquisition and conversion campaigns

- Strong analytical skills with the ability to interpret data, analyse results, and make data-driven decisions.
- Excellent communication and interpersonal skills, with the ability to collaborate across teams.

Rewards and Benefits

- Competitive salary ranging from £45,000 to £50,000 per annum
- Pension contributions
- 23 days of holiday a year plus bank holidays
- Flexible modern working practices and working from home arrangements
- Incentives and bonus opportunities
- 2 Well-being Days
- Employee Share Ownership Plan
- Additional benefits being introduced very shortly

Why Join Mazuma?

Innovation: Be part of a company that values and encourages innovation in its approach to finance and accounting.

Career Growth: We invest in our team members and provide opportunities for professional development and career advancement.

Collaborative Culture: Join a collaborative and supportive team that values open communication and teamwork.

Impact: Your contributions will directly impact the success and growth of our firm.

Mazuma is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

If you are interested in this position, please email a copy of your C.V. to Rae Allen at HR@mazumamoney.co.uk