

## Digital Marketing Manager Job Description

### Beatport – London (Hybrid)

#### About Beatport:

For over 20 years, Beatport has been the global leader in DJ and club culture, pushing the boundaries of dance music to all corners of the world. Created by DJs for DJs, Beatport has always been dedicated to innovating new products and services to support evolving generations of music performers and producers.

The Beatport Group includes some of the best-known brands in DJ culture, including Beatport, Beatsource, Loopmasters, Plugin Boutique, Loopcloud, Beatport Streaming, Ampsuite, LabelRadar, Beatport.io & The International Music Summit (IMS). We are consistently looking for bright, creative professionals with diverse perspectives and backgrounds.

#### Where you come in:

Beatport's DJ Group seeks a highly motivated and enthusiastic Digital Marketing Manager to join our global team working Flexible/Hybrid either from our Farringdon, London or Brighton offices in the UK.

Within this role, you will work in a small team and be responsible for activities within Digital Marketing. Reporting to the Head of Digital Marketing, you will be required to carry out dedicated tasks, develop your data-driven creative ideas, and become an integral part of a forward-thinking marketing team within the Beatport Group.

#### As the Digital Marketing Manager, you will be responsible for:

##### Paid Advertising

- Recommend and set up paid advertising campaigns on platforms such as Google Ads, Meta Ads, TikTok, Reddit, and LinkedIn Ads.
- Continuously monitor and optimise ad campaigns, adjusting targeting, bidding strategies, and ad creatives to improve conversion rates and cost efficiency.
- Plan and set up customer acquisition campaigns across the Beatport Group.

##### Search Engine Optimization (SEO)

- Manage the implementation of an SEO strategy for Beatport across different properties, including Beatport.com and its subdomains, Beatportal.com, and Beatport.io.
- Conduct keyword research and analysis, optimising website content, meta tags, headings, and URLs, and monitoring website performance, keyword rankings, and organic traffic growth using tools like Search Console and Semrush.

##### Analytics and Reporting

- Manage the UTM tracking strategy across different properties: Beatport, Beatsource, Beatportal, and Labelradar.
- Provide reports with Google Analytics on key performance indicators (KPIs), such as website traffic, conversion rates, and advertising campaign performance.
- Analyse data and provide actionable insights to improve Beatport's digital marketing efforts.

## CRM

- Support the CRM team with audience analysis, building, and reporting using Salesforce.
- Build, analyse, and report on online personalisation campaigns using Salesforce Interaction Studio.
- Assist with dedicated email marketing campaigns and behaviour automation, build audiences, provide copy, analyse performance and report back.

## Experience/Qualifications

We are looking for an experienced Digital Marketing Manager with:

- 5+ years of digital marketing experience.
- Excellent understanding of website analytics tools, such as Google Analytics.
- Analytical mindset with a passion for measuring data.
- Strong understanding of digital vendor marketplace and trends.
- In-depth knowledge of current digital trends.
- Experience working with customer acquisition & retention strategies.
- Ability to develop, plan and implement short and long-range goals with the flexibility needed to shift directions as the business environment demands.
- An evident interest and passion for DJ culture and Electronic Music.
- A true collaborative personality, someone who is honest, transparent and fearless.
- Effective interdepartmental and collaboration skills.
- Advanced oral and written communication skills.

## Benefits

We offer a responsible and exciting proposal with an international range. The position is within a highly motivated team with a positive working climate, allowing you to express your talent fully.

In addition, we offer appropriate remuneration and very good development opportunities within a dynamically growing enterprise. Beyond this, the position provides an intensive integration into the international music scene.

- Remote work options.
- A professional environment with room for creativity and fun.
- VIP Access to select music events & Livestream.
- Focus Days.
- Flexible PTO.
- Health, dental, and vision insurance (varies by country).
- + more.

## Equal Employment Opportunity

The Beatport Group strongly supports equal employment opportunity for all applicants regardless of race, colour, religion, sex, gender identity, pregnancy, national origin, ancestry, citizenship, age, marital status, physical disability, mental disability, medical condition, sexual orientation, genetic information, or any other characteristic protected by state or federal law.



### **Hiring Practices**

The preceding job description has been designed to indicate the general nature and level of work performed by employees within this classification. It is not intended to contain or be interpreted as a comprehensive inventory of all duties, responsibilities, and qualifications required of employees assigned to this job.

Beatport's recruitment policies are designed to place the most highly qualified persons available in a timely and efficient manner. Beatport may pursue all avenues available, including promotion from within, employee referrals, outside advertising, Internet recruiting, job fairs and college recruiting. Beatport does not accept speculative CV's from employment agencies unless specifically requested by the Talent Team.