

Our Purpose

Working together to secure a thriving future for the railway and for the communities we serve

Your Role: Digital Marketing Manager

Your Purpose

In this role you will lead the planning and delivery of our digital marketing strategy to drive customer acquisition, engagement, retention & revenue growth.

You are the SME on all things digital marketing including eCRM, translating commercial objectives into measurable campaigns that deliver return on investment.

Through strategic insight, hands-on execution and effective leadership, you will elevate our digital presence across multiple channels, evaluate the effectiveness of campaigns and make great things happen for Southeastern.

Your Talents

- ✓ **You dare to Lead** - Inspiring leadership is what you do best
- ✓ **A Digital Marketing Pro** (anything you don't know about paid and organic channels, analytics, targeting & personalisation is not worth knowing)
- ✓ **eCRM** – You understand customer segmentation, lifecycle management and data driven campaign optimisation
- ✓ **Strategic thinker** – You can analyse complex problems and turn insight into action
- ✓ **Solid stakeholder management** – You know how to manage all the moving parts
- ✓ **Commercial & business savvy** – You have proven ability to manage budgets and deliver maximum ROI & ROAS (return on ad spend)
- ✓ **CIM** or equivalent qualification in digital marketing would be advantageous



Your Responsibilities & Accountabilities

- ✓ Develop and own the digital marketing strategy, ensuring alignment with overall marketing and commercial objectives.
- ✓ Lead the eCRM strategy, driving customer retention, loyalty and personalisation.
- ✓ Provide inspirational leadership for the eCRM Manager, providing coaching, clear objectives and career development support.
- ✓ Plan, deliver and optimise multi-channel campaigns
- ✓ Oversee digital marketing analytics, reporting on key KPI's, trends and metrics such as ROAS (return on ad spend), CPA (cost per acquisition) ROI, CTR (click-through rates) & conversion, providing actionable insight to improve performance.
- ✓ Work with colleagues across the business and external agencies to ensure best-in-class execution
- ✓ Create and manage campaign assets including writing briefs for the creation of assets required for digital marketing campaigns.

What we trust you to do – (Authority to Act)

- ✓ Manage the delegated digital marketing budget, forecasting and controlling spend to maximising return on investment and other business goals
- ✓ Stay ahead of emerging digital trends and technologies, embedding innovation and continuous improvement.
- ✓ Be our SME on digital marketing and eCRM, shaping strategic decisions.

The way we work (our ways of working)

- ✓ **We think what if**
We see something we could do better. We get involved.
- ✓ **We show we care**
We look out for people. We do what we can to help.
- ✓ **We make great things happen**
We take on a task. We get it done.



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Approved by Alicia Andrews, Commercial Director

