**Company: Viola Group Ltd**

**Position: Digital Marketing Manager**

**Report to: Director**

**Location: Bridgend**

**Job Role:** The Digital Marketing manager will be responsible for supporting the growth of the business via the active management of the Viola Group online properties both in the UK and India and day to day management of the retained digital marketing Agencies we employ.

**About the Company**

The Viola Group is a global, multi-product money management Organisation, headquartered in South Wales, with operations in India, Singapore, Dubai, Vienna, Luxembourg and Malta.

The Viola product portfolio is evolving and covers a breadth of financial services from Asset Management through to Mobile money services. The purpose of this role is primarily to help us focus upon the launch of the Viola V-Wallet, a sophisticated money management product accessed via the Web and Mobile apps, and managed online through the web or a smartphone.

The intention is to launch the V-Wallet in the UK, throughout the early part of 2017, with a significant online and digital presence, ensuring that this role is central to the success of the product.

**Key Responsibilities:**

* Overall management of the website including Domains, SEO, Analytics, CMS and PPC initiatives;
* Content and Social Marketing activity: maintain & update website with latest news, product developments & case studies;
* Analyse customer trends & purchasing patterns to identify growth areas or suggest customer promotions;
* Assist with new product launches both internally (product system set up) and externally (analyse competitor pricing, set pricing levels and launch to customers).

**Person specification**

* Good understanding of the principles and practice of digital marketing, web design and Content management;
* Some experience of working with outsourced Agencies/development teams;
* Good all round project management skills;
* Adaptable , multi tasker and good team player.

Deadline: 31st January 2017

How to Apply:

Please send a cover letter and your CV to Ashley Hollington on ashley@violaassetmanagement.com.