

## **MDU Services Limited**

### **JOB DESCRIPTION**

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**Job Title:** Digital product manager      **Department:** Marketing

**Post holder:**      **Reports To:** Senior digital product manager

**Location:** London office

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#### **Job purpose**

The digital product manager is part of a digital product team aimed at providing best practice digital strategy, solutions, channels and platforms to support the MDUs marketing activities. This is both a strategic and hands on roll, involved in both the digital transformation of the MDU and the ongoing maintenance of the MDU's digital estate.

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#### **Key accountabilities**

- Manage streams of work within the MDUs digital transformation.
- Undertake requirements gathering, analysis and prioritisation.
- Regularly monitor the customer experience to execute initiatives that will improve the user journey, making recommendations to the senior digital product manager.
- Monitor, measure and report on website KPIs, providing recommendations for improvement and development.
- Be a subject matter expert on digital matters for the wider marketing team.
- Brief and manage external digital agencies to ensure the digital channels are adequately supported.
- Liaise with the marketing management team and other departments to source and develop content which reflects the needs of the differing target audiences and is up to date, accurate and reflective of the MDU tone and positioning.
- Quality assure content being released onto the websites. Ensuring content meets best practices for SEO.
- Work with colleagues in marketing and sales to deliver online campaigns to attract new members and aid retention amongst existing members.
- To manage and successfully mitigate risks to the organisation of any digital campaign activities carried out and ensuring these are compliant with any legal or regulatory requirements.
- Any other additional duties requested by the SDPO, deputy head of marketing, head of marketing or commercial director.