

JOB TITLE: Digital Marketing Manager  
ANNUAL SALARY: Up to £35K  
LOCATION: Lewes

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Tapestry is a small, fast-growing, profitable, family owned and run business located in a beautifully renovated old Post Office in the gorgeous town of Lewes. Since 2003 we have been passionate about providing interactive, integrated resources for teachers and practitioners and on transforming the way children's progress is recorded and tracked in early years education. Today, our online learning journal proudly serves **17,000 settings**, **1 million children** and **131,000** practitioners recording more than **64 million** observations in **40** countries around the world.

We are looking for someone who loves digital marketing and is looking to work in the world of early years education alongside our fantastic, fun and friendly team of 20+ educators, technologists, product and customer support specialists.

As our Digital Marketing Manager you will create and deliver campaigns to drive awareness of Tapestry to prospective customers all over the world with the goal of getting them to sign up for a free trial.

From working with our team of experts to create compelling and engaging content to tracking, testing, managing and reporting on social media and email campaigns, your role will be key to our continued success. This is a career-defining move for someone looking to broaden and test their digital marketing skills in a fast-growing, dynamic business.

### **Key Responsibilities**

- Creating, adapting and optimising campaign assets
- Writing and editing relevant, engaging content and marketing copy
- Creating, tracking, testing and managing lead generation campaigns covering the full digital marketing mix (organic and paid search, organic and paid social and email)
- Managing data, developing new segments and audience groups
- Creating and editing campaign landing pages using WordPress
- Testing and optimising campaigns based on insight
- Reporting on performance

### **Essential Skills**

- Experience of working in digital marketing, ideally in a business to business, agency or education environment, ideally with a qualification in Marketing
- Expertise in search engine optimisation, paid search and social media, content and email marketing
- Strong communication, copywriting and editing skills
- Meticulous attention to detail
- Experience using digital marketing tools including Google Analytics, MailChimp (or equivalent), Wordpress
- Knowledge of image and video editing tools such as the Adobe Creative Cloud
- Knowledge of exporting data and the ability to compile reports using Excel.

### **To Apply:**

Please send a CV with covering letter, detailing relevant experience to [jobs@evfs.info](mailto:jobs@evfs.info)