

Job Description

Digital Marketing Manager

The purpose of this role is to shape, elevate and continuously evolve Summerset's digital marketing capability. It leads the strategic direction of digital marketing, drives optimisation across owned and paid channels, and builds a high-performing function focused on customer acquisition, engagement, lifecycle management and measurable commercial growth.

The role operates with a strong transformation mindset—embedding best practice, modern marketing approaches, and continuous improvement across digital touchpoints and team capability.

Business Unit: Sales, Marketing & Communications **Department/Team:** Marketing **Budget:** Yes
Reports To: Chief Sales & Marketing Officer **Direct Reports:** Yes

Our Culture, Our Values, and Our Shared Promise

At Summerset, it's the passion and dedication of our people that bring our villages to life. Across all our roles, we work together as one team to create the best possible life for our residents. Our vibrant culture is grounded in our values and, shaped by what our people have told us they value most about working here.

Our values: One Team + Strive to be the best + Strong enough to care = ***Bringing the best of life.***
B.I.I.G promises you can expect to receive in return for your hard work and commitment to Summerset:

BELONG You will belong to a supportive team dedicated to creating vibrant villages & communities.	**IMPACT** You will make a meaningful difference in the lives of our residents, giving them a fulfilling & comfortable future.
INCLUSION You will be valued for your unique skills, talents & background.	**GROWTH** You will join a leader in a growing industry. As we grow, you can grow with us.

Leadership Capabilities

Whether you're leading yourself, leading a team, or leading the organisation, the Summerset Leadership Framework describes that behaviours that make us a high-performing and thriving organisation.

LEADING INCLUSION We lead with respect and kindness, support each other through challenges, and foster inclusive, trusting environments.	**LEADING GROWTH** We seek feedback to grow, own our career journeys, and embrace change as a catalyst for learning and improvement.

LEADING IMPACT We work with purpose, plan and collaborate to deliver, and continuously seek better ways to innovate and improve.

LEADING FOR SAFETY We strive to lead safe people, safe places and safe systems, to protect our people and contractors, our residents, and our visitors from harm.

Contributions and Key Responsibilities

These are the key activities you'll be responsible for in this role.

Digital Strategy & Capability Leadership

- Define, execute and overtime continue to evolve, a digital marketing strategy aligned to business growth objectives.
- Lead the ongoing uplift of digital maturity across systems, channels, processes and team capability.
- Identify and prioritise opportunities to modernise digital tools, technologies and ways of working.
- Establish digital marketing frameworks, standards and best practice approaches that improve capability and performance.
- Act as the organisation's subject matter expert on digital marketing providing guidance and recommendations to senior stakeholders around digital marketing.
- Lead the evolution of digital marketing technology platforms and identify opportunities to improve capability, automation, efficiency and customer experience through technology and innovation.

Owned Media & Customer Experience Optimisation

- Lead the strategic direction and performance of all owned digital platforms including Summerset's websites and key content hubs.
- Enhance end-to-end customer journeys, ensuring seamless and high-converting digital experiences
- Leverage data and insights to improve engagement, conversion, and retention outcomes
- Ensure strong governance of website content, SEO, UX, platform functionality and customer experience standards.
- Leverage customer insights and behavioural data to improve digital experiences and outcomes.

Stakeholder Collaboration & Influence

- Partner with Sales, Brand, Communications and operational teams to align digital initiatives with business priorities.

Performance, Growth & Demand Generation

- Own the digital demand generation strategy, ensuring strong contribution to lead generation, pipeline and revenue outcomes.
- Oversee acquisition and nurture programmes across paid, owned and earned channels.
- Drive experimentation, testing and optimisation to improve channel effectiveness, campaigns and user journeys.

Data, Insights & Decision Making

- Establish robust measurement frameworks, ensuring clear visibility of ROI, channel performance, and funnel effectiveness
- Implement reporting practices and translate data into actionable insights that inform business decisions and future investment.
- Utilise analytics to better understand customer behaviour, channel performance and conversion opportunities.

Budget & Investment Management

- Manage digital marketing investment to maximise efficiency, scalability and measurable return.
- Monitor and optimise channel investment based on performance insights and strategic priorities.
- Ensure digital marketing expenditure is effectively managed and delivers measurable value to the organisation.

People Leadership & Team Development

- Lead, coach and develop a high-performing digital marketing team.
- Set clear objectives and performance expectations aligned to business outcomes.
- Foster a culture of ownership, innovation, collaboration and continuous learning.
- Build capability that supports future digital ambitions and organisational growth.
- Promote a positive and inclusive team culture aligned with Summerset values.

- Influence stakeholders to embed digital-first thinking into planning, decision-making and execution.
- Ensure digital activity is integrated across campaigns, programmes and customer touchpoints.
- Build strong relationships with agencies, technology providers and key partners.

Experience, Attributes and Qualifications

- Tertiary qualification in Marketing, Digital Marketing, Business or a related discipline.
- Significant experience leading digital marketing strategy and performance, typically 7+ years.
- Demonstrated success in scaling digital acquisition, lifecycle marketing and demand generation.
- Experience leading digital transformation or capability uplift initiatives.
- Strong experience managing websites, digital ecosystems and customer journey optimisation.
- Proven ability translating insights and analytics into commercial outcomes and strategic recommendations.
- Deep understanding of digital marketing channels including search, paid media, social, and content ecosystems
- Demonstrable experience in digital transformation strategy and delivery
- Strong knowledge of analytics platforms and performance measurement methodologies
- Experience with CMS platforms (Contentful or similar) and digital optimisation tools
- CRM customer journey design experience (preferably Monday.com or similar)
- Solid understanding of SEO, CRO, and customer journey design
- Strategic thinker who can balance long-term vision with operational delivery.
- Strong commercial acumen and focus on measurable business outcomes.
- Influential communicator capable of engaging and aligning senior stakeholders.
- Strong leadership, coaching and capability development skills.
- High level of initiative, ownership and continuous improvement focus.
- Comfortable operating in a fast-paced and evolving environment with multiple priorities.

This job description provides an overview of the responsibilities and outcomes of the role. You may be required to perform job related tasks other than those specified.

