

Digital Marketing Manager

FULL-TIME REMOTE

You own performance and lifecycle marketing end to end — and prove what worked with evidence rather than assertion.

About ThinkScale Labs

We are an end-to-end digital innovation and transformation partner for premium and luxury brands. Most digital investment fails not for want of technology but for want of alignment, so we work across strategy, experience and engineering together rather than handing work between them. We are early, deliberately small, and intend to stay selective.

What you will do

- Plan and run paid and organic campaigns across search, social and email, against objectives agreed up front rather than metrics chosen afterwards.
- Own measurement: what is being tracked, whether it is being tracked correctly, and what the numbers actually support saying.
- Build the lifecycle — acquisition through retention — and find where it leaks.
- Run the content calendar with design and development, so campaigns and the experiences behind them ship together.
- Report honestly, including when something did not work and what it cost to learn that.

What we are looking for

- Three or more years running digital marketing with real budget responsibility.
- Hands-on experience with paid search and paid social — planning, building and optimising, not only briefing an agency.
- GA4 and the analytics discipline underneath it: events, attribution, and knowing which numbers do not mean what they appear to.
- SEO fundamentals, and email or CRM experience with a real automation platform.
- Clear writing. Most of this role is explaining a decision to someone who was not in the room.

Useful, not required

- Premium, luxury or considered-purchase retail experience.
- Marketing automation and CDP work.
- Affiliate and partnership programmes.
- Comfort with a spreadsheet deep enough to check someone else's model.

How to apply

Send your CV and a link to work you are proud of to ThinkPad@ThinkScaleLabs.com, with **Digital Marketing Manager** in the subject line. Tell us in a few lines why this work interests you. We read everything and reply to everyone.