

## Digital Marketing Executive

\*\* Campaign Best Place to Work Agency

\*\* RAR Award-Winners

\*\* Clients include NBC, Arctic Adventures, Experience Travel Group, Cats Protection, Bishops Move, Islandshotel, Hospitality Finder.

### Main Roles and Responsibilities

- Assist with the creation of the client's overall digital marketing strategy across Organic and Paid (Google, Facebook, Instagram, Twitter, and crucially LinkedIn).
- Oversee the implementation of the strategy, working with a clear and defined set of KPIs for each project.
- Work with stakeholders from across the organisation to ensure best practice is being followed for the development of digital content, including editing and proofing content.
- Support and guide content providers to apply digital best practice for developing content for web pages (e.g. brand, tone of voice, SEO, accessibility, effective user interface/user experience and user journey or other best practice).
- Create and publish new content in line with the brand guidelines, technical policies and best practice.
- Produce insights, reports and commentary for clients to continuously deliver improvements in KPIs.
- Work across various verticals, from B2B and lead gen to retail and ecommerce.
- Monthly and Quarterly Reports, including data analysis.

### Key Skills

- Excellent written communication and grammar with strong attention to detail.
- Proficiency of paid search and social platforms including Google, Bing, LinkedIn, Facebook, and/or other social platforms.
- Highly creative and can use analytics to see the bigger picture when recommending content opportunities.
- Organisational and time management skills.
- Excellent communication and presentation skills, both written and verbally, with the ability to provide actionable insights for all levels of an organisation.
- Possess keen critical thinking and analytical skills.
- Proven skills with Microsoft Office and/or Google Business Apps, especially Excel or Google Sheets.
- Demonstrate alignment to our company culture.

## Expectation

- We expect the Digital Marketing Executive to approach every day with passion, energy and enthusiasm.
- Having a hand in most things that are delivered as an agency, the Digital Marketing Executive should continually make suggestions for improvements to output/delivery/processes.
- We expect that the Digital Marketing Executive is a fountain of knowledge, abreast of all the latest channel advancements/trends and takes an active interest in exploring and identifying those that are best for us and our clients.
- We expect the Digital Marketing Executive to come forward with new ideas/approaches, something that is crucial to this role. Also ensuring that you're not deterred if certain elements don't move forward, but to approach again with the same energy and passion.

## About You

- Amazingly personable ... communication is the lifeblood of our business. Your passion must lie in working with people. You must have a natural ability to handle challenging situations and personalities with charm.
- 2 plus yrs experience minimum working in digital.
- Solid client facing experience.
- Customer focused with the ability to understand customer needs and develop ideas to translate these into engaging online activities.
- Strong planning and organisation skills are essential.
- The ability to work to deadlines, juggling multiple tasks while working across clients, and go the extra mile to get things done.
- Pride in your work ... we treat our clients' brands as our own and are meticulous about our approach. You will have real pride in what you deliver and always strive for perfection.
- Excellent written and communication skills, with excellent attention to detail.
- Exceptional organisational skills.
- Proactive and resourceful, eager to learn and think out-of-the-box.
- Be a team player able to build effective relationships.
- Be a resilient and self-motivated individual.

## Hours / Location

This is a full time role - 5 days a week with your hours fully flexible across the week after discussion with us around core meeting times (which are via Zoom). We operate a work from anywhere policy with quarterly full team meet ups in locations around London and the South East plus the option to work at one of our hub offices in London or Kent when you want to work away from home at any time.

## Who we are

We are one of the UK's longest established and most trusted digital agencies. Founded in 1997 we're always a year older than Google!

### **Our culture is set around Our 'Why':**

"To challenge and inspire growth so we thrive and exceed expectations whilst empowering people to live their best lives."

We attract people who want the flexibility to work wherever and whenever they like yet also want regular face-to-face contact, socialising and a challenging role. New employees constantly tell us "It really isn't like this anywhere else." Come and find out why!

With a focus on Paid Search & Social campaigns together with technical SEO we work for a range of well known brands across a spectrum of sectors including B2B events, Publishing, E-Learning, Charities and Tourism, including a team serving the Icelandic market.

Our team enjoy a wide range of benefits including regular in house and external training courses, remote first working (with shared office choices if preferred), weekly and monthly face to face day meetings and team fun events, Health Insurance and reward benefits from Apple Watch through to subsidised gym membership and half price weekends away, Pension Scheme, fully flexible holiday allowance, a staff well-being committee who organise a host of regular activities, the opportunity to help drive the business forward via a series of focus groups and more.