

# Digital Marketing Executive

## Job Description

This role is at the heart of our client delivery team. Marketing Execs work on a number of client projects, doing a wide variety of tasks to gain a broad, strategic understanding of what can be achieved through inbound marketing and automation. With experience, the role will become increasingly client focused with opportunities to deliver training, run projects and be accountable for client relationships.

The responsibilities of the role include:

- Working with clients to plan and manage digital campaigns
- Regular liaison with clients, by phone/video calls, email and in person. This may include presentations, training sessions, written reports or spreadsheets as appropriate.
- Researching and creating personas for our customers' target audience
- Planning and writing blog content
- Engagement on social media and through email marketing
- Planning and implementing paid media campaigns
- Working on the Hubspot platform, setting up landing pages, workflows and campaigns.
- Measuring and evaluating performance of campaigns, and making recommendations for improvement.
- Researching all aspects of search marketing including search terms, optimising content, finding online competitors, social media influencers, new technology, new ways of sharing content etc.

We are looking for someone who is:

1. Practical, and solutions-focused. You'll need to be great at thinking on your feet, responding to shifting priorities, and coming up with solutions to ever-changing problems.

2. Comfortable working in a fast paced agency environment which prizes constant learning, evolution and improvement.
3. Confident and persuasive, Dealing with clients is at the heart of what we do, so you'll need to be totally comfortable in engaging with clients face to face, and by phone, video call, and email.
4. Interested. You don't need to be up to speed from day one, but you need to come to the role with an eagerness to learn. We're committed to training and development, and will support your progression within the business. .
5. Creative. You must be able to plan and manage creative content campaigns with a range of clients, bringing creative flair, and fresh ideas.
6. Innovative. Testing out the latest, greatest and most effective tools and social media platforms for business then providing advice and insight using Analytics tools about how they might be used by our clients. Also feeding into our knowledge in the office, writing blog posts or tweeting as appropriate.
7. Comfortable with data and analytical tools. Analytical skills are crucial in being able to measure and understand the impact of the campaigns you're running.
8. A great writer. You'll be writing blogs and other content, as well as presenting information to clients, so you'll need to be able to adapt your writing to the audience, and inject some flair into what you create.
9. A master at planning and organising your own workload. Working across different project teams and with different clients, you'll need to manage competing deadlines and priorities, and be adaptable when things inevitably change.
10. A great fit for our dynamic, hardworking and lively team. We're a small but perfectly formed team, and you'll be equally comfortable working alone as part of a team.

