

Job Description – Digital Marketing Executive

You are a sharp web consumer with a flare for Digital Marketing campaigns and strategies. You are motivated by your passion for new media, and you have a thirst for fresh knowledge and experience.

You are happy to use your initiative with confidence, dealing directly with clients and putting forward recommendations for improvements to new media & digital marketing campaigns where appropriate.

You have at least two years experience in Digital Marketing, and are familiar with working within a team environment.

You don't mind putting that extra bit of effort in to get a project completed on time, and you are excited by change.

Requirements

- Proficient with e-shots/e-newsletters:
 - Set up & day to day management
 - Mailing list segmentation
 - Campaign ideas
 - Testing
 - Reporting
- Proficient with Social Media
 - Development of Strategies utilising one or more social media channels (e.g. Facebook, Twitter, YouTube etc)
 - Implementation of strategies
 - Reporting & tracking of results
- Proficient with Paid Search
 - Set up & day to day management
 - Development of longer term strategies
 - Testing & Optimisation
 - Reporting
- Familiar with standard SEO techniques
 - Website Reviews
 - Keyword Analysis
 - SEO copy writing & reviewing
 - Reporting
 - Recommendations
- HTML & CSS skills preferred
- Web design skills preferred
- Bachelors Degree in relevant topic

Key Responsibilities

- Management of e-shots & e-newsletters for our clients, including mailing list segmentation, testing and delivery.
- Management of Social Media campaigns for our clients, including setup, day to day management, reporting and tracking and recommendations for improvements.
- Management of Paid Search campaigns for our clients, including setup, day to day management, optimisation, reporting, tracking and recommendations for improvements.
- Management of Organic Search campaigns for our clients, including setup, day to day management, optimisation, copy reviewing, reporting, tracking and recommendations for improvements. Where relevant, recommendations will be fed into the development team for implementation.
- Development of new media strategies, encompassing all of the above areas, for both our clients and ourselves.
- Content updates and minor tweaks to client websites.
- Tracking of your time within the Active Collab project management system.
- Creation and management of projects within the Active Collab project management system.
- Contribution to Indulge Media's blog.
- Contribution to Indulge Media's Twitter and Facebook updates.

Personal Skills and Qualities

- Strong interpersonal skills
- Organised and methodical approach to your work
- Ability to take the initiative
- Willingness to learn
- Ability to multi-task, prioritise projects and work to tight deadlines
- Positive approach to change

Perks

- Health Insurance
- Fab team environment!