



Job Description

The Digital Marketing Executives, primary role is to develop and execute digital marketing strategies that align with our clients' objectives and resonate with their target audiences. You will work across various digital channels, including social media, search engines, email and websites, to create compelling content, generate leads, and nurture customer relationships. By analysing campaign performance, staying abreast of industry trends and implementing optimisation strategies, you will drive measurable results and contribute to the overall success of the marketing efforts.

The role will also provide a range of administrative support services to our Client Account Directors which may include dealing with technical and national press, telephone support, organising diaries, managing correspondence, postal services and ensuring all internal online platforms are kept up to date.

Main Tasks:

- Working alongside the Client Account Directors in creating and delivering engaging communications activity and marketing projects across all channels
- Assisting in creating engaging content for our and all client's digital channels including their social media accounts, website, and other relevant platforms
- Reporting on the effectiveness of all campaigns using relevant monitoring tools and analytics and using your insight to improving relevant campaigns and the channels used
- Measuring and evaluating the success of PR and marketing activities
- Ensuring that all colleagues are kept fully informed of all ongoing activities using our internal CRM system
- Dealing with client and press enquiries in a friendly and professional manner ensuring a high level of customer service is delivered. Both on the phone and in person
- Work co-operatively with colleagues to ensure that the team operates consistently and effectively by providing general administrative support
- Undertaking such other duties as may be required from time to time that reasonably fall within the scope and grade of the post
- Supporting our Visual Arts team across various platforms
- Confident in building good relationships with colleagues and Clients
- The ability to prioritise own workload.

Planning and Organising:

- **Campaign Planning:** Developing comprehensive plans along with the Client Account Directors for digital marketing campaigns. Setting clear objectives, defining target audiences, selecting appropriate digital channels and outlining strategies for content creation, distribution, and promotion.
- **Content Calendar:** – Creating and maintaining a content calendar to organise and schedule the production and publication of content across different platforms.



- **Budget Allocation:** Along with the Client Account Director allocate budgets strategically across different campaigns and channels based on our clients' priorities, objectives, and expected ROI.
- **Resource Management:** Coordinating with members of the internal team, external vendors and freelancers to ensure that resources such as manpower, tools and creative assets are effectively utilised to support marketing initiatives. This may involve delegating tasks, setting deadlines and monitoring progress to ensure timely completion of projects.
- **Campaign Execution:** Execution of all digital marketing campaigns, ensuring that all elements are implemented according to the clients plans.
- **Performance Tracking:** Help establish key performance indicators (KPIs) with the Client Account Director for each campaign and implement systems to track and measure performance against these metrics.
- **Optimisation of Strategies:** Continuously monitor campaign performance and use insights gathered from analytics to identify opportunities for optimisation, adjusting target parameters, refining messaging, reallocating budget, or experimenting with new tactics to improve results.
- **Documentation and Reporting:** Using our CRM system and other related programs to maintain detailed records of campaign plans, execution strategies and performance metrics for future reference and analysis. Then prepare regular reports and presentations to communicate results, insights and recommendations to our clients.
- **Timekeeping and punctuality:** in line with company policy

Decision Making:

- **Setting Objectives and Goals:** The Digital Marketing Executive must collaborate with the Client Account Directors and Clients to define clear objectives and key performance indicators (KPIs) for digital marketing campaigns. This involves understanding our client's business goals and target audience, budget constraints and timeline considerations to set realistic and achievable targets.
- **Strategy Development:** Based on the established objectives, the Digital Marketing Executive formulates strategic plans along with the Client Account Directors for digital marketing initiatives. This includes selecting appropriate digital channels, determining messaging and positioning strategies, allocating resources effectively, and outlining timelines for campaign execution.
- **Resource Allocation:** Along with the Client Account Directors help make decisions regarding the allocation of resources, such as budget, personnel and tools are essential for optimising campaign performance. The Digital Marketing Executive must prioritise resource allocation based on the expected return on investment (ROI) and the specific needs of each campaign.
- **Campaign Execution:** During the execution phase, the Digital Marketing Executive helps make decisions related to content creation, ad placement, targeting parameters and scheduling. They must monitor campaign performance and ensure that campaign objectives are met.



- **Budget Management:** Along with the Client Account Directors the Digital Marketing Executive must decide how to allocate the budget across different channels, campaigns and tactics, keeping a close eye on costs per acquisition (CPA), return on ad spend (ROAS), and other financial metrics.
- **Performance Analysis and Optimization:** Continuous monitoring and analysis of campaign performance data enable the Digital Marketing Executive to make informed decisions about optimisation strategies. This may involve tweaking ad creatives, adjusting targeting parameters, reallocating budget towards high- performing channels, or refining messaging based on audience feedback.
- **Adapting to Market Trends:** This may involve anticipating potential challenges, such as ad fatigue, changes in platform algorithms, or competitive pressures and proactively developing contingency plans to address them.

Internal and External Relationships

- Building relationships with colleagues and clients
- Confident telephone manner
- External suppliers
- Press and media
- Senior Management team.

All employees are expected to:

- Have a cheerful and optimistic attitude to work
- Be accountable for your own actions, standard of work and behaviour
- The drive and determination to 'make things happen' and to succeed
- Ambitious in your approach and behaviour and respond positively to change
- Ability to build relationships and rapport with colleagues, clients, and suppliers
- A commitment to self-development
- Be adaptable in approach and behaviour and respond positively to change
- A good team player who builds positive relationships across the business/clients and suppliers
- The post holder must have an interest in improving quality
- Abide by our employment policies and procedures



Knowledge, Skills and Experience

Area	Essential	Desirable	Assessment
Knowledge			
GCSE or equivalent Grades A* - C (Grade 4 and above) in Mathematics and English Language	x		Application/ Task
IT skills to GCSE or equivalent	x		Application
A good understanding of basic marketing principles	x		Application/Interview
A strong understanding of various digital marketing channels such as social media, search engine optimization (SEO), search engine marketing (SEM), email marketing, content marketing, and digital advertising.	x		Application/Interview/Task
Familiarity with marketing automation platforms like HubSpot, Marketo or Mailchimp	x		Application/Interview
Proficiency in using analytics tools like Google Analytics, social media analytics, and other relevant platforms		x	Application/Interview
Knowledge of content marketing principles, including content creation, distribution and optimization for different digital platforms	x		Application/Interview/Task
Understanding of SEO fundamentals, including keyword research, on-page optimization, link building and staying updated with search engine algorithms		x	Application/Interview/Task
Familiarity with platforms like Google Ads, Facebook Ads Manager, LinkedIn Ads and their respective ad formats, targeting options, and bidding strategies		x	Application/Interview/Task
Knowledge of website optimization techniques to improve user experience, conversion rates and search engine rankings.	x		Application/Interview



Skills			
Strong written and verbal communication skills for creating compelling content, engaging with audiences on social media and collaborating with team members.	x		Interview
Ability to analyse campaign performance metrics, identify trends and optimise strategies for better results.	x		Application/Interview
Innovative thinking to develop engaging content, campaigns and strategies that stand out in a crowded digital landscape	x		Application/Interviews/ Task
Aptitude for identifying challenges, troubleshooting issues and implementing solutions to improve campaign performance and achieve marketing goals	x		Application/Interview
Keen attention to detail when creating and reviewing content, setting up campaigns and analysing data to ensure accuracy and effectiveness.	x		Application/Interviews/ Task
Good organisational and time keeping skills with ability to prioritise tasks in order to achieve targets	x		Application/Interview
Excellent written and verbal communication skills for a range of audiences and digital platforms and with regard to the sensitivity of communication	x		Application/Interviews/ Task
Excellent self- presentation and a confident communicator with the ability to present effectively	x		Application/Interview
Good IT knowledge with the ability to use MS office products including Microsoft Excel and Word to produce documentation	x		Application/Interview



Experience			
Prior experience in digital marketing roles, preferably with a focus on executing and managing digital campaigns across various channels	x		Application/Interview
Proven track record of planning, implementing and optimizing digital marketing campaigns to achieve specific objectives, such as lead generation, brand awareness, or customer acquisition.	x		Application/Interview
Demonstrated ability to create high-quality content for digital platforms, including social media posts, blog articles, email newsletters and website copy.	x		Application/Interview
Experience in using analytics tools to track campaign performance, generate reports and derive actionable insights to inform future strategies.	x		Application/Interview
Experience working collaboratively with cross-functional teams, including marketing, sales, design and development teams, to achieve shared objectives and deliver integrated marketing campaigns	x		Application/Interview
Demonstrated commitment to staying updated with the latest trends, technologies and best practices in digital marketing through self-learning, training programs, or professional certifications		x	Application/Interview
Experience of producing and checking information to a high degree of accuracy.		x	Application/Interview