



## Digital Marketing Executive Job Specification

### Job Description

The Digital Marketing Executive will have a key role in developing, delivering and optimising the digital marketing activity of the company. They will be responsible for the practical application of SEO and PPC on a day to day base to remove the reliance on agency resources.

### Responsibilities

- Day to day Search engine optimisation activities
- Suggest, create and run the PPC campaigns against agreed KPIs
- Broadcast the latest **GovGrant** news through Articles and Blogs
- Work closely with the marketing team to ensure alignment of activity and campaigns
- Ensure the **GovGrant** Brand is at the forefront of industry developments
- Engage in all aspects of social media including; Facebook, Twitter, Linked in
- Share content, information, deals and offers in a digital space
- Campaign planning
- Campaign tracking, working with a planned budget
- Daily analysis and optimisation of all accounts including media spend
- Plan and manage AB testing and implement and report on learnings
- Work with the design team to make sure all digital assets are updated
- Provide accurate reports and analytics on a regular basis to key stakeholders to demonstrate effective ROI on all campaigns, reporting on campaign successes

### Candidate requirements

- Analytical skills and the ability to produce concise reports
- Excellent understanding and practical experience of SEO & PPC
- Excellent communication skills and the ability to interact with internal & external stakeholders
- Track record of performance
- B2B experience preferred or experience in sophisticatedly SEO/PPC sectors such as gambling

### Objectives

- Ongoing lead generation from digital marketing achieving the agreed ROI
- Maximise the ranking position at all times
- Integrated campaigns with the wider marketing initiatives and sales

### Company Values

- Collaborate with the team to drive performance
- Communicate clearly, openly and honestly
- Treat colleagues, clients & external stakeholders with respect and courtesy at all times.
- Adhere to policy and procedures

We are an equal opportunities employer. We invite applicants to contact us and identify any additional support needs you may have during our recruitment process.