

Job Specification

Position: DIGITAL MARKETING EXECUTIVE

Responsible To: Online Marketing Manager

Job Summary: Working as part of the Online Marketing Department, you will use your IT, analytic and Business skills in order to run one or more of the company's key revenue generating activities. Depending on your abilities, responsibilities may include tasks from running the company's email marketing campaigns, improvement of various customer journeys on company and affinity partner websites (including Quotezone.co.uk, CompareNI.com and others), search engine optimisation, pay-per-click marketing and social media marketing.

Tasks may include:

- Planning, coding, executing and optimising email marketing campaigns to ensure maximum ROI and minimum unsubscribe rates
- Planning and optimising social media marketing campaigns to ensure maximum ROI
- Split and multivariate testing of different website landing pages and website forms to ensure maximum ROI per website visit
- Creation and optimisation of pay-per-click marketing campaigns to ensure maximum ROI is achieved
- Updating the company websites when required with new content and ensuring such content generates maximum ROI per visitor
- Applying your knowledge of SEO principles to company websites
- Identifying ways to further enhance our marketing activities/online journey by studying competitor practices and by using your initiative
- Liaising with IT and business teams, gathering requirements and managing projects from inception through to successful delivery
- Monitoring and regularly reporting the effectiveness of marketing activities through KPIs

Personal Specification

Academic:

Honours Degree in a computing, technology, or marketing related discipline (minimum 2:1, or predicted minimum 2:1 upon graduation) and 3 grade 'B's or above at A-Level are desirable, although not essential.

Experience:

- At least two years' experience with the majority of the following is desirable: HTML / CSS / Email Marketing / Analytical Split Testing / Search Engine Optimisation / Social Media Marketing / Web Design / Web Development / Pay-Per-Click Marketing / Web Content Writing
- Broad knowledge of relevant applications & systems & their interrelation
- Previous project management experience desirable
- Applications from less experienced, but high calibre, graduates and undergraduates will also be considered.

Capabilities:

- Ability to effectively implement, monitor and report on effectiveness of your work
Ability to manage projects successfully against tight deadlines
- Ability to work on your own or as part of a team
- Excellent analytical and mathematical abilities
- Ability to use your initiative at all times in order to improve everything you do

Personal Qualities:

- Good interpersonal skills
- Articulate, ambitious, enthusiastic, responsible and thorough
- Attention to detail
- Good commercial acumen