



Job Title: Digital Marketing Executive

Criteria	Essential	Desirable
Knowledge	<p>Able to demonstrate a good working knowledge of Microsoft Office (including Office 365) products.</p> <p>Excellent working knowledge of Google Search Ads, Display Ads, and Bing equivalents.</p> <p>Experienced knowledge in using Google Analytics, Google Tag Manager and HotJar.</p> <p>Knowledge and experience of using Marketing Automation, CRM, Social Media Software systems.</p>	<p>Knowledge of HTML, MODX and CSS.</p> <p>Knowledge of Photoshop or Canva.</p> <p>Knowledge of Mailchimp.</p> <p>Knowledge of Hootsuite.</p>
Skills	<p>Excellent communication skills (both verbal and written) at all levels.</p> <p>A creative approach with good copywriting skills.</p> <p>Strong organisational skills with attention to detail.</p> <p>Ability to prioritise workload, exercise judgment, and meet set deadlines.</p> <p>Ability to work proactively without supervision, exercising judgement and initiative as necessary.</p> <p>A passion for collaboration and co-operative challenge across teams and departments to maximise efforts, and influence decision making.</p>	
Experience	<p>Experience of developing and delivering digital marketing acquisition campaigns.</p>	<p>2+ years' experience in a Digital Marketing dedicated role.</p>

	<p>Experience in managing PPC campaigns and the ability to manage multiple account and optimise performance.</p> <p>Experience in managing Paid Social campaigns across all platforms.</p> <p>Experience in using digital analytics tools.</p> <p>Experience of managing projects to strict deadlines, but ensuring all work is done in the `right' way.</p> <p>Proficient in analysing data from digital activity and social media management, listening and analytics tools, and developing reports for an array of stakeholders.</p> <p>Experience of managing budgets.</p>	<p>Experience using other digital marketing acquisitions channels - ie Aggregators and Social optimisations</p>
<p>Qualifications</p>		<p>Marketing degree or equivalent.</p> <p>Google Ads and Google Analytics Certified (or working towards)</p>