



Online Marketing Executive

Working for a small customer focused exciting and young company that is at the forefront of their industry, the ideal candidate will have suitable experience working within a pro-active environment, having a creative and innovative approach to online marketing and account management.

Must be completely fluent in English (native speaker written standard) and have suitable experience.

Key Responsibilities:

- Contributing ideas for developing marketing plans
- Executing marketing campaigns
- Maintaining an affiliate program and its affiliates
- Maintaining brand and website consistencies
- Quality assurance testing
- This role offers outstanding career development opportunities

Experience:

- Ideally a degree in online marketing, account management or similar
- 3+ years suitable experience in online marketing/business development
- Online marketing principles - acquisition and retention, SEO, PPC, CPC & CPM
- Campaign optimization and Social media promotion
- Familiar with Google Analytics and performance and KPI reporting
- Have good knowledge of online media formats and a basic understanding of HTML
- Online affiliate account management Worked within an office environment with deadlines and standard design processes followed

Skills & Requirements:

- Need to be able to work to set briefs with appropriate feedback given within set timescales
- Be able to offer good and clear communication to internal and external stakeholders
- Knowledgeable and proficient in Office software (Excel, Word, PowerPoint, etc.)
- Online CRM and Marketing platforms – website CMS, Email and SMS
- Needs to be self-starter, reliable and highly motivated
- Be familiar with data filtering and customer segmentation
- Ensure an accurate and careful approach to all tasks
- Work methodically and transparently

Working times:

- Monday to Friday – 40 hours per week
- Flexitime available

Salary & Package:

- Salary negotiable
- Health Cover Included