**Job Description**

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| **Job Title:**  **Function:**  **Team / sub-function:**  **Reports to:** | Digital Marketing Executive  Marketing  Digital  Senior Digital Marketing Manager |
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**The role**

We are seeking an enthusiastic and analytical Digital Marketing Executive to join our team. This entry-level role, will report to the Digital Marketing Manager and provide support across various digital marketing channels, including PPC (Google Ads and social media channels), SEO, landing pages and website management. The Digital Marketing Executive will support the digital marketing managers to drive our practice’s performance, both online and in overall revenue. Whilst day to day this will involve keeping practice and group websites up to date and supporting PPC campaigns, there will be a range of projects for this role to support and own. They will be working with the digital team to execute integrated digital campaigns, including web, SEO/SEM, PPC (Search and Social) and display advertising. They will also support performance monitoring of campaigns and Google Business Profiles, sharing actionable insights with business partners.

**Key accountabilities**

* **Planning and execution:** Assist the Digital Marketing Manager and Sr. Digital Marketing Manager in developing and executing data driven multi-channel digital marketing campaigns, including SEO/SEM and paid digital advertising channels (PPC, Paid Social, Display ads, etc.). Where needed, collaborate with internal teams to create landing pages and optimise user experience.
* **Optimizing Performance:** Together with the Digital Marketing Managers and Sr Digital Marketing Manager ensure that campaigns are meeting KPIs and work on maximising ROI.
* **Content optimisation:** Work closely with the content team to ensure that digitally published content is optimised to increase organic visibility of all owned domains. Stay up to date with Google algorithm changes and their impact.
* **Trends and best practices:** Stay up to date with emerging trends, technology and best practices in digital marketing, and proactively suggest innovative ideas into our strategy. Optimise performance based on insights.
* **Brand integrity:** Work closely with the brand team to ensure consistent execution of brand identity through visual and key messages, adapting tone of voice to the relevant audiences/platforms where needed.

**Skills and Experience**

* Bachelor’s degree in marketing, Business or a related field.
* Some experience in digital marketing a plus.
* Strong analytical skills with experience using data to inform decision making.
* Some knowledge of website analytics tools and overall Google suite a plus.
* Some knowledge of different CMS (WordPress and Craft CMS experience advantageous).
* Basic understanding of SEO and UX principles.
* Basic understanding of HTML and CSS would be a plus.
* Experience in managing Google Business Profiles and understanding of the principles of Local SEO.
* Familiarity with Adobe Photoshop, Canva or other design tools.
* Strong sense of ownership and accountability for performance.
* Analytically minded and results oriented.
* Highly organised and able to manage multiple projects simultaneously.
* Demonstrated ability to work collaboratively in a team environment.
* Desire to engage in constant learning in your field.
* Strong communication and interpersonal skills.
* Excellent attention to detail.