

We're Hiring!

Digital Marketing Executive

Posted: 23 October 2020

My Bright Digital is on the lookout for a highly skilled, talented team player to be part of our awesome agency.

Who we're looking for:

We're looking for an experienced, talented and highly organised Digital Marketing Executive to join our friendly, fast-paced agency. You'll form a valuable part of our team and work with clients across a range of sectors – including fitness, education, health and well-being, telecoms and law.

Our approach is to build trusting, long-lasting relationships with our clients and to work in partnership to achieve their goals. You'll be a valuable part of the Marketing Team – planning and implementing multi-channel digital marketing activities and building strong relationships with our clients. You'll need to be outcomes-focused and genuinely care about achieving the best results for your clients.

You'll have a passion for digital marketing, be eager to learn and looking to build a long-term career in the sector. Excellent communication and content creation skills are key. You'll also possess strong analytical skills and be able to showcase the success of your work through regular reports and data analysis.

Above all, you'll be a self-starter who enjoys being part of a small, friendly team.



Who we are

We are a small, but rapidly growing, digital marketing agency with bases in London and Shrewsbury. We have clients from across Europe, in a whole host of sectors, and our work is never dull.

We're a nimble and dynamic agency - keen to be ahead of the curve and find new solutions to old problems, so there's plenty of potential for talented individuals to make their mark, develop their expertise and explore other areas of interest.

We care about our team and strive to create a culture where everyone feels valued, inspired by their work and able to contribute to our direction of travel. We care about the companies we work with and approach them as partners, rather than as clients. As a result, we tend to work with people long-term.

We're passionate about digital technology and we have big ambitions for the next few years. We're now seeking someone who shares our passion and our ethos to join us for our next exciting phase of growth.

We can't wait to meet you.

Day to Day

On a daily basis, you'll be responsible for:

- Successfully planning, implementing and optimising integrated digital marketing campaigns for our clients and for MBD, which deliver targeted objectives i.e. sales, leads.
 - Including, but not limited to, paid search (Google, Bing, Amazon etc.), paid social (Facebook, Twitter, LinkedIn, Instagram, Pinterest etc.), SEO, content marketing/SEM, email marketing, affiliate marketing and conversion rate optimisation.
- Monitoring key performance indicators for each marketing channel to ensure that targets are being achieved in line with our clients' goals.
- Tracking implementation and analysis of end-to-end customer experience across the various digital channels, using tools such as Google Analytics, Data Studio, Ruler Analytics, SEMRush, Search Console, Hotjar, Google Optimise/VWO, in-platform reporting and others.
- Daily monitoring of campaign performance, providing analysis and improvement recommendations to the account manager and culminating in weekly/monthly reports focusing on key metrics.
 - Assessing the digital performance as a whole and also broken down into various channels.
- Contributing creative ideas to marketing and comms strategy and activities.
- Designing impactful marketing materials and digital assets and/or managing external agencies to produce designs.
- Supporting the preparation and delivery of client reports, presentations and new business pitches.
- Attending key meetings with the CEO and Head of Digital Marketing.
- Keeping up to date with the latest digital technologies and current digital trends.

You are someone who has:

Knowledge and skills:

- 1-2 years working in a similar role.
- Proven knowledge and experience in digital marketing across the numerous channels (Google Ads, SEO, paid social, content marketing, email marketing etc.)
 - Including technical experience in digital marketing practices such as SEO, conversion optimisation/ROI, PPC, and SM content creation.
- Knowledge and experience of tracking and reporting tools such as Google Analytics, Google Search Console, Data Studio, SEMRush etc.
- Excellent verbal and written communication skills and ability to adapt your communication style to different audiences.
- Strong creative skills, ideally with some experience of Adobe, Canva etc.
- Confident copywriting skills and a love of language.
- Excellent working knowledge of MS Office and Google Drive.

Attributes:

- A passion for digital marketing and all things digital.
- Ability to think creatively and problem solve.
- A keen eye for detail and ability to produce consistently high-quality, accurate work.
- Ability to multitask, follow instructions and use your own initiative.
- Excellent time management skills.
- Collaborative team player who is happy being a part of a small team.
- A customer-focused attitude.
- Self-motivated and excited to learn.

You might also have (though it's not essential):

- A digital marketing qualification.
- A Google Adwords qualification.
- Experience of using website CMS and Adobe, or similar, graphics package.
- B2B and B2C (or both) experience welcome.
- Proven experience in project management and engaging clients or key decision makers.
- The ability to virtually build client/team relationships, and contribute to a positive and inspiring culture.

Role details

(The important stuff)

Job title: Digital Marketing Executive

Reporting to: Head of Digital Marketing

Hours: Monday – Friday, 37.5 hours per week

Salary: £23,000 - £28,000 p.a. (dependent on experience)

Location: Flexible location/ home-based

Contract: 12 months, with opportunity to extend

Holidays: 25 days per annum, plus bank holidays and an extra day off on your birthday.

Keep on learning: We believe that there's always an opportunity to learn and get better at your job. That's why we support personal development opportunities such as industry conferences and training.

How to Apply

Think you're the Digital Marketing Executive we're looking for?

Send us your CV, along with a covering letter setting out how you meet the role description to: victoria@mybrightdigital.com.

The Process

So you'll have an idea of what's next, here are approximate dates:

- **Deadline for applications:** 9am, 9 November
- **Reviewing applications:** 9-13 November
- **Interviews:** Starting 20 November

Contact

If you have any questions or you'd like to clarify something, get in touch with us.

Email us at helen@mybrightdigital.com