

JOB DESCRIPTION

DIGITAL MARKETING EXECUTIVE

MAIN PURPOSE OF ROLE

To help deliver our digital marketing strategies, drive traffic through our digital platforms to company pages and generate interest in company products and services. Create engaging written, graphics, and video content while staying up-to-date on latest marketing technologies and social media.

Reporting to: Marketing Manager

Linkages: Work with all teams in the Chamber as well as external partners, stakeholders and members

KEY RESPONSIBILITIES

- To manage Dorset Chamber membership digital campaigns
- Plan and manage email campaigns including e-newsletter (general, membership, international trade and events), and behavioural/triggered campaigns
- Campaign evaluation and analysis. Measuring key performance metrics, including website traffic, audience engagement, service quotas, bounce rate and ad spend return on investment
- Produce and edit content around our services for magazine, website and social media
- Website optimisation & content updates including blog posts
- Develop and maintain digital partnerships
- Manage online advertising including paid social, programmatic (display) and Google PPC
- Support with proofing/editing Business Focus Magazine
- Provide occasional event support including attending some events

PERSON SPECIFICATION

Personal skills

- Committed to delivering excellence
- Innovative and creative approach
- Ability to work under pressure and multi-task and meet deadlines
- Strong interpersonal skills
- Ability to work under own initiative and as part of a team
- Good verbal and written skills with attention to detail

Knowledge and experience

- Marketing or other relevant qualification
- Current knowledge of digital marketing platforms
- Passion for digital marketing and in maintaining up-to-date industry knowledge
- Previous experience of managing social media accounts including LinkedIn, Facebook, Instagram and Twitter
- Awareness of SEO and its importance in digital content creation
- Previous experience of producing digital content including photos, graphics and video
- Brand management experience including use of assets
- Ability to use design software packages including Adobe Photoshop
- Experience with, or track record of learning digital software including, Mailchimp, WordPress and Google Analytics

- Experience using WordPress/Basic HTML knowledge would be an advantage
- Experience planning and using a CRM/data management systems

Other requirements

- Able to travel and attend events and other functions off-site as required
- Access to vehicle with valid driving license
- Will need to be flexible on hours occasionally

WHY WORK FOR US?

- Salary £22,000 to £25,000 dependant on experience
- Hours – 8.30am to 4.30pm, 37.5 hours per week
- Hybrid working possible after probation
- Opportunities and encouragement to undertake regular training and development
- Pension after probation 4% employee, 8% company
- Free fruit and tea/coffee
- Sponsored company nights out and Christmas party