

DIGITAL MARKETING ASSISTANT

Salary: £18,000 - £22,000 DOE

If you enjoy all things digital marketing, are driven by data and analytics, have a keen eye for keeping up with trends and want a role where you can really make an impact within a small team, then this role could be the perfect opportunity for you.

As a digital marketing assistant, we want an "all-rounder" who has experience across a wide scope of different digital marketing disciplines. You will have a hands-on role, working with senior members of staff to help execute marketing strategies, both internally and for external clients.

The Agency

We are an award-winning, ever-expanding, independent integrated agency with a great mix of accounts, both long-standing and new. We create outstanding work and are continuing to win exciting new accounts with a number of regional and national brands. We have a cracking office that's well positioned in central Birmingham, however, during COVID-19 we're all working from home.

Key responsibilities may include:

Social Media

- Coordinating social media channels in a consistent brand voice
- Creating weekly/ monthly content calendars based on client strategy, goals and KPI's
- Monitoring performance and making suggestions for changes that will yield improvements
- Working with designers in order to create social media assets
- Setting up paid ad campaigns
- Increasing following, website clicks and brand awareness across multiple accounts
- Creating monthly social media reports to assess performance based on insights

PPC

- Setting up PPC campaigns including texts ads, retargeting and display
- Monitoring search terms and adding negative keywords as necessary
- Refreshing ad creative and text ads to ensure they are kept relevant and up to date
- Monitoring daily figures to ensure that campaigns are spending correctly and spend is being utilised in the correct areas
- Creating monthly PPC reports

SEO & Content

- Writing content based on keyword research
- Brainstorming ideas for the creation of engaging and purposeful content across blogs

- Assisting with implementation of on page SEO
- Carrying out outreach for the purpose of link building
- Competitor research

Experience needed

- Proven track record of working across multiple accounts
- Exceptional writing and communication skills
- An understanding of working across different disciplines
- Strong time management skills
- High organised and self motivated with a "can-do" attitude

What's on offer?

- Competitive salary DOE
- MacBook Pro
- 20 days holiday per year plus Bank holidays, plus an additional 2 days after 2 years rising to a max 25
- Extended gifted Christmas break
- We have our very own in-house working bar!
- Annual Company day
- Vibrant & friendly office culture
- Support for relevant training, equipment and attendance at industry conferences
- Table football & mini golf
- Posh drinks and good coffee on tap
- This is a unique opportunity to be part of a fun, friendly and quality driven agency committed to both business growth & business development.