

Digital Marketing Executive – Job Description

We are a dynamic events and project management company, delivering vibrant dance competitions internationally, with a teaching academy and charity forming the Group.

The Digital Marketing Executive will be responsible for developing, implementing and managing creative digital tactical campaigns for a UK and international market. Reporting to the PR & Marketing Manager, you will be promoting the company's activity in an appropriate and positive way via integrated digital media channels to raise awareness, profile and engagement with our audiences. The role is based in Cardiff.

Principle Responsibilities & Duties

- Delivering creative campaigns cross-channel to foster meaningful relationships that will increase engagement, following and drive conversions
- Writing enticing on-brand content; Working with project managers to source and develop unique and value-added content; Promoting the Company's events and dance competitions cross-channel
- Managing tactical campaign schedules that follow the events and trading calendar
- Maintaining and updating high quality written and video content on the Company's websites; contributing towards an inspirational blog and digital magazine
- Researching and advising on competitor activity, latest digital trends and insights, and channel innovation; Gathering market intelligence and analytics; Preparing reports
- Working collaboratively with PR & Marketing Manager and Project Managers to identify opportunities that add consumer value, increase reach, build engagement and achieve competitor advantage
- Working with our international partners to gather content to share, and to ensure all digital activity is on-brand and aligned with central strategies
- Ensuring company website and copy are SEO optimized & that there is a seamless user experience
- Represent the Group with appropriate attitude, philosophy and tone-of-voice

Essential Skills

- Understanding of the Digital Marketing discipline and current social media landscape, including organic and paid activity
- Proven success in delivering cross-channel marketing tactical campaign activity, and achieving positive engagement and growth
- 1st class verbal and written communication skills, copywriting and proof reading, and ability to craft engaging on-brand messaging
- Ability to deliver multiple projects and campaigns, and to work in a fast-paced environment with tight deadlines
- Customer-centric attitude and good analytical skills
- Professional work ethic and personal presentation; highly organised; proactive; time efficient; creative; lateral thinking; driven; team player
- Basic understanding of UK and European B2B / B2C data protection regulations, and compliant data management and data usage procedures

Experience:

- 1-2 years' hands-on experience
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Desirable:

- Experience of Google Analytics
- Experience of email marketing platforms (MailChimp) and A/B testing

- Basic Graphic Design skills – using InDesign and Photoshop
- PPC experience
- Video editing skills
- Knowledge of the dance industry
- Speaker of a European language highly desirable
- Degree in Marketing, or relevant degree in Communications, Journalism or Languages

Benefits:

- Opportunities for professional development
- Option for flexible working hours when needed
- International travel opportunities
- Annual target led, profit share bonus scheme
- 28 days paid annual leave, including Christmas, New Year and public holiday shutdown
- Working within a tight-knit, collaborative team

The Company may at its discretion require you from time to time to perform any duties for the Company it considers appropriate to your abilities, including duties which would not normally be associated with your job title.

Job Types: Full-time, Permanent

Salary: £20,000.00 /year