



Digital Marketing Executive – UK

Location: UK (Remote & London Office)

We are expanding and are actively seeking an enthusiastic and experienced Digital Marketing Executive to join our marketing team to support our aggressive growth strategy. As a key member of the team, you will be responsible for working with the in country leads to bring internal and external ideas to life through the implementation of SEM and PPC best practices. This role requires a hands-on approach using technical innovation and creative thinking to support and deliver positive results-driven digital campaigns.

As the in-house expert you will ensure that paid advertising is always considered in marketing campaigns and programmes, and that ad content is a consistent and cohesive extension of the campaign creative. Your primary focus will be working on advertising and content, but you'll also get the opportunity to support other marketing activities and we'll provide support and development as required.

The role will be supporting the regional teams based in APAC, Middle East, Europe, and North America; reporting to the Global Marketing Manager and be a member of the Global Marketing Team.

Responsibilities:

- Day-to-day management of Ad Words, Bing Ads, Google Display Network, ad-serving campaigns, co-marketing and paid social campaigns
- Advise on how campaigns can be improved and optimised to meet business KPIs
- Track & analyse results to identify potential opportunities for improvements
- Proactively provide support across business units, campaigns, and programmes with paid advertising expertise, where appropriate creating relevant ad copy to maximise budgets, CTR and quality score
- Perform keyword research to build campaigns and share findings with country leads
- Maintenance and monitoring of keyword bids, impression share, quality scores and overall performance measurement reporting
- Implementation of A/B campaign testing to continuously improve ROI and performance
- Provide landing page recommendations and insights from a paid search perspective
- Provide monthly reporting to support the marketing team
- Ensure coverage of key categories & products in the search landscape
- Stay up to date with the latest developments and trends across the PPC industry & monitor trends in the digital marketing industry at large
- Use the CMS (WordPress) to help maintain website content, to ensure it stays up-to-date, relevant, and engaging.

We can offer you a world of opportunity and more:

- The perfect place to grow and develop your marketing career, with flat hierarchy and direct access to management.
- A global workplace and an inspiring group of people, from Singapore to Houston to Oslo and London.
- Creative space to come up with bold ideas, to try new ways of doing things.
- State of the art technology products that are being sold to some of the most demanding organizations in the world.

To be a successful candidate you should be able to demonstrate the following:

- Minimum 2 years of hands-on SEM/PPC experience (agency or client side)
- Demonstrated expertise in demand generation function, lead generation using digital and social media, email marketing and database management, managing the creation and execution of effective marketing programs, product launches or promotions
- High level of Microsoft Office proficiency including PowerPoint.
- Experience with the following tools: Facebook Business Manager, LinkedIn Campaign Manager, Mailchimp, marketing automation tools, Google Analytics 360, publishing tools such as WordPress, Google Ads and Adobe InDesign.
- Strong insights reporting and presentation skills
- Strong copywriting, editing and proof-reading skills
- Able to professionally manage workload and conflicting priorities, and able to work well to tight deadlines

Preferable but not essential:

- Experience working with MA Platforms - Dynamics / Marketo / Hubspot

The person we are looking for is recognized having the following traits:

- Inquisitive and curious mind set
- Able to work independently and with a strong drive for results.
- Thinks strategically and analytically and can take things from ideation to delivery.
- Knows how to engage and work closely with sales teams.
- Structured and well-organized with ability to manage and prioritize multiple projects.
- Attention to detail and quality.
- Strong work ethic and taking pride in being the best you can be.
- Sees change as 'normal' and adapts quickly.
- Fluent in conversational and written English
- Excellent interpersonal skills.