### JOB DESCRIPTION

**Job title**: Senior Digital Marketing Executive  
**Department**: Marketing and Communications  
**Section**: Strategy  
**Responsible to**: Digital Marketing Manager  
**Grade**: 6  
**Location**: Western Avenue, Cardiff

#### Main purpose of Job:

This varied and exciting role, will work closely with the Digital Marketing Manager to drive the performance of our digital advertising activity, including PPC, social and display; and take a lead on campaign content creation – from ads to infographics, blogs, video and much more.

You’ll also get to use your entire range of digital skills to help the team bring it all together to create memorable, insight-led, and results-driven campaigns.

#### Principal Duties and Responsibilities:

**PPC and campaigns**

- Responsible for management and optimisation of all paid digital campaigns/activity – including PPC, Display, Google Adwords, social etc
- Lead on, and where required, support Digital team with campaign content creation
- Manage effective implementation of campaign briefs and schedules – based on insight, performance and continuous improvement
- Responsible for monitoring and improving paid advertising campaigns – focusing on new business acquisition and customer retention
- Monitor and evaluate the effectiveness of key marketing campaign activity against agreed benchmarks, objectives and KPIs. Produce campaign evaluation reports as agreed with Head of Marketing
- Ensure consistency of campaign messaging across channels
- Analyse campaign data and produce reports, ensuring all recommendations and resulting actions are identified and completed
- Responsible for fully optimising the ‘customer journey’ within all digital campaigns across various channels
- Lead on co-ordination of regular campaign progress meetings – ensuring required activity, content and messaging is delivered to deadline, schedule and budget

**Content**

- Work with the digital team in developing content to continually improve CRO in line with the wider marketing strategy

**Resources**
- Manage digital campaign budgets in line with business priorities – focused on maximising return on investment
- Proactively support the business in maintaining best practise in our digital media.
- Managing 3rd party suppliers such as Space & Time Media, Liberty Marketing and any digital marketing consultants

**Other tasks**

- Evaluate the effectiveness of digital elements of marketing campaigns and make recommendations for future activity.
- Evaluate competitor activity and work with the Digital Marketing Manager to produce annual competitor analysis reports
- Keep up to date with and share best-practise with the rest of the team
- Guide the Digital Marketing Executives in optimising and evaluating email marketing and social media marketing activity making recommendations for improvements
- Deputise for Digital Marketing Manager
### Person Specification

**Job title:** Senior Digital Marketing Executive  
**Department:** Marketing and Communications

Highly Desirable criteria are the optimum skills and experience the applicant will ideally have. Desirable criteria are those which would add value to the job if present, and also include potential for growth and development into the role.

### Skills and Abilities

**Highly desirable:**
- Setting up, managing, optimising and reporting on performance of PPC / digital marketing / advertising campaigns
- Good digital content creation abilities
- Analytical skills with the ability to analyse digital marketing data, come to a conclusion and make recommendations when necessary
- Adwords: ability to manage/optimise and report activity
- Ability to work through the medium of Welsh

**Desirable**
- Copywriting skills for digital platforms / channels

### Knowledge

**Highly desirable:**
- Sound digital marketing knowledge and background
- A good understanding of social / digital marketing evolution and keeps up to date with industry trends, platforms, updates and changes in user behaviour.

### Experience

**Highly desirable:**
- Experience of PPC campaign management
- Experience in managing PPC Budgets and tracking costs
- Experience in creating content for digital campaigns
- Practical experience of all mainstream social media platforms.

**Desirable:**
- Relevant industry experience
- End to end digital advertising / social media experience

### Training / Qualifications

**Highly desirable**
- Graduate with degree in marketing or related subject

**Desirable:**
- Relevant professional qualifications

### Other Requirements

**Highly desirable**
- Ability to think both creatively and analytically
- A strategic thinker – with a strong can-do attitude and good organisational skills
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<th>Telerau ac Amodau Gwasanaeth</th>
<th>Terms and Conditions of Service</th>
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<tbody>
<tr>
<td>Teitl y Swydd: Job Title:</td>
<td>Senior Digital Marketing Executive</td>
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<td>Gwyliau Blynyddol:</td>
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<td>Annual Leave:</td>
<td>25 Days per annum. In addition, the WJEC currently allows 16 statutory / additional holidays</td>
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<td>Completed forms should be sent by email to <a href="mailto:hr@wjec.co.uk">hr@wjec.co.uk</a> or returned by post to the Human Resources Unit, WJEC, 245 Western Avenue, Cardiff CF5 2YX by 9 January 2019, interviews will be held week commencing 14 January 2019</td>
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