



## Digital Marketing Executive Job Description

### Reporting

|                 |                       |
|-----------------|-----------------------|
| <b>Group</b>    | <b>Administration</b> |
| <b>Team</b>     | <b>Marketing</b>      |
| <b>Location</b> | <b>Salisbury</b>      |

### Hours/Benefits

|                      |  |
|----------------------|--|
| <b>Hours of Work</b> | <b>Full or Part Time</b>   |
| <b>Benefits</b>      | <b>25 days holiday (full-time)</b><br><b>2 x salary life assurance</b><br><b>Private Medical Insurance (after 6 months)</b><br><b>Pension</b><br><b>Optional Benefit</b> |

We are looking for an experienced Digital Marketing Executive to assist in the planning, execution and optimisation of our online marketing efforts. The promotion of our legal services through digital channels is a complex process with great potential to grow the firm's revenues.

You will have a passion for all things marketing and technology. You will be well versed and trained in the concepts surrounding digital marketing and how the Internet can be a key asset in securing revenue growth. You will be able demonstrate that you are tech savvy and are able to design creative and innovative solutions to reinforce our general marketing campaign.

### Responsibilities

- Assisting in the formulation of strategies to build lasting connection with clients, intermediaries and the firm's wider community
- Planning and monitoring the ongoing firm presence on social media
- Using online and social media tools to increase the firm's brand
- Active involvement in SEO efforts (keyword and image optimisation etc.)
- Prepare online newsletters and promotional materials and organise distribution through various online media channels
- Collaborate with external designers to improve user experience
- Provide creative ideas for content marketing and update website
- Measure performance of digital marketing efforts using well known analytic tools

### Requirements

- Proven experience as a Digital Marketing Executive or similar
- Excellent understanding of digital concepts and best practice
- Excellent communication and interpersonal skills
- Experience in creative content writing
- Perfect knowledge of web analytic tools
- BSc\BA in marketing or relevant field
- Experience in B2C social media, Google Adwords and email campaigns and SEO\SEM