

**\*\* NEW JOB\*\*** A publishing company is seeking a Digital Marketing Executive. Based in Chelsea and paying £25,000. If you are interested, please email your CV to [emma.colville@questprofessional.co.uk](mailto:emma.colville@questprofessional.co.uk)

Job: Sales Executive

Location: Chelsea

Salary: £25,000

#### **KEY RESPONSIBILITIES:**

- **An analytical understanding of our brands and readers** to ensure all elements within your scope resonate with our core target market
- **Planning and delivery of the subscriptions marketing social media strategy:** working alongside the Subscription Managers to plan the organic and paid strategies to relevant audiences across Facebook, Instagram and Instagram Stories. Collaborating closely with in-house graphic designers and editors to create social content, before scheduling commercial posts and monitoring conversion performance
- **Community management of social media platforms:** helping editors respond to individuals and encouraging positive engagement, escalating feedback when required. Act as in-house social listening and update marketing and editorial teams on what is resonating with our online audience
- **Management of the marketing offers on websites:** Keeping the websites up-to-date with relevant and consistent offers. Leading conversion rate optimisation strategies, including analysis of landing page and checkout effectiveness, while providing feedback and progress updates to the business
- **Assist with e-mail campaigns** by providing strategic and analytical advice to the email marketing team
- **Copy write campaign and core brand content for the website, social channels, and e-mail briefs:** ensuring content delivers against key messages and is in brand tone of voice
- **Input into wider campaign design and planning** (Christmas, Black Friday, etc), attend meetings between subscriptions team and in-house designers and bring your ideas on how to amplify across all digital touchpoints

- **Competitive tracking:** be the person in the marketing team responsible for identifying what our competitors are delivering across their online channels and recommending what elements to replicate
- **Performance reporting and insight:** Reporting the digital marketing performance on a weekly basis
- **Input into wider campaigns** and strategies across the business, including events marketing and client partnerships

#### **KNOWLEDGE, SKILLS & EXPERIENCE REQUIRED**

- Degree educated
- Demonstrate experience in online marketing via study, work experience or previous roles
- A natural passion for, and hunger to stay at the cutting-edge of, online marketing
- A motivated self-starter who can work autonomously but solicit help and feedback when needed
- Creative flair and eye for detail
- Excellent copywriting and communication skills
- Ability to work collaboratively across different teams
- Able to think strategically and commercially analyse the impact of digital marketing activity