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Digital Marketing Executive Engagement

LOCATION: London (SW1) / remote working will be considered

HOURS OF WORK: (35 hour PW)

CONTRACT: Permanent

SALARY: £30,000 per annum

REPORTING TO: Digital Marketing Manager

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| OVERALL MISSION OF PREMIER  |
| “To enable people to put their faith at the heart of daily life and to bring Christ to their communities.” |
| PURPOSE OF ROLE |
| The Digital Marketing Executive (Engagement) will drive audience growth, engagement and data capture, maximising return on investment, and evidencing success through regular reporting. You will be achieve this through the creation, execution and delivery of integrated online marketing campaigns across all digital channels. Reporting to the Digital Marketing Manager, the postholder will work closely with the DMM to develop strategy and discover new ways of promoting Premier's campaigns across a range of digital including social media, email marketing, landing pages, social media (organic and ppc) and creation of banners and pop ups. |
| KEY TASKS |
| * Plan and implement integrated digital marketing campaigns for all Premier brands, projects and events across channels (social, search and display).
* Develop, execute and evaluate promotional campaigns across social media platforms, including ongoing testing
* Generate lead campaigns to fulfil the telemarketing funnel
* Create content for organic and paid for social media
* Create and manage the marketing automation programs for both email and SMS channels
* Monitor, test, optimise and evaluate lead generation campaigns
* Devise and implement processes and workflows to ensure flow of data to other systems and departments
* Design and monitor landing pages for project and events with data capture forms for lead generation (including A/B testing)
* Copywriting, designing and executing email marketing campaigns
* Provide monitoring, reporting and analysis of digital activity and conversions
* Maintain and develop our digital resource hub at premierdigital.info
* Proactively develop new channels and approaches
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| QUALIFICATIONS AND EXPERIENCE |
| * Educated to a degree level ideally in Marketing and Communications
* 2-3 years of experience in a Digital Marketing role
* Highly desirable to have completed the Facebook Blueprint courses, desired Google Analytics certification
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| ABILITIES & SKILLS |
| * Thorough understanding of digital marketing principles
* Good knowledge of WIX, Facebook Business Manager, Google Ads, and automation platforms (preferably Zapier)
* Some knowledge of: OptinMonster and SMS automation campaigns
* Web analytics
* Strong organisational and planning skills
* Photo/image editing
* Excellent communication skills – both written and verbal
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| PERSONAL QUALITIES |
| * Be passionate about all things digital
* Able to work independently
* Self-starter, motivated, results driven
* Excellent time management skills
* Interpersonal and influencing skills
* Excellent attention to detail
* Good at working as part of cross functional team
* Able to work under pressure
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**Due to the number of applications we receive we cannot reply to unsuccessful candidates, therefore, if you have not heard from us within two weeks of the closing date please accept that, on this occasion, your application has been unsuccessful.**