

Digital Marketing Executive - Job Description

Job Title:	Digital Marketing Executive
Department:	Digital and Creative
Location:	Theale
Recruiting Manager:	Digital Acquisition Manager

Job Description:
<p>Role Purpose: At Direct Wines, we're looking for a Digital Marketing Executive to join our E-commerce team. Supporting the Digital Acquisition Manager, you will work on a range of marketing initiatives contributing to the continued growth of E-commerce within Direct Wines. We're looking for committed candidates, who may hold some experience in marketing, however, practical experience within the sector is not essential. The successful candidate will be expected to work with various members of the team on different projects simultaneously. These projects will involve working with digital acquisition and digital marketing teams.</p>
<p>Key Responsibilities:</p> <ul style="list-style-type: none">• Support the Digital Acquisition Manager and deliver campaigns on time and budget• Set up, execute and analyse digital campaigns across various channels (Affiliates, Paid Social, PPC,..) and various teams (Acquisition and Customer Marketing)• Liaise with Merchandising on product set-up and planning• Co-ordination of set up and testing of voucher codes• Delivery of regular reporting for digital marketing campaigns• Assist in reviewing performances by campaign and identify opportunities for further growth and optimisation• Work with the content teams to bring the Direct Wines content strategy to life through our social media channels
<p>Essential Skills:</p> <ul style="list-style-type: none">• Numerate and analytical thinker with the ability to apply these skills in a marketing environment• Proactive and flexible, ready to adapt to a fast paced environment and to move quickly from one task to another• Quality, accuracy and attention to detail are important• Excellent written and verbal communication skills• Able to effectively prioritise workload• Commercially aware• Keen interest in digital, marketing, and e-retail• Self-motivated and confident• Willing to 'go the extra mile' when required• Good Microsoft Office skills• Ideally degree qualified (or equivalent) but not essential.