

POLARIS

Digital Marketing Executive, Bermondsey, London

Agency Background

POLARIS is an award winning search marketing agency based on Bermondsey, London. We deliver Google compliant campaigns focused on customer profiling, user analytics and RoI. Whilst still a small agency, our track record speaks for itself and we are now investing into our future by building our account management team. Key sectors include Travel, E-commerce and B2B. Clients include Marie Curie, Reed Learning and Blitzsport.com.

We are an RAR approved Agency and were finalists in the Drum DADI Awards 2015.

The Role

Working with our broad mix of both brand and sme clients, this is a client facing role whereby you will be responsible for managing digital marketing campaigns to drive a clear return on investment. Extremely personable with excellent communication skills, you will be able to clearly demonstrate you're a passion for digital marketing, with a good understanding of SEO, PPC, and Social Media. You will have experience in managing multiple tasks, and thinking through tasks and projects logically for the benefit of a clients business. You will have a can do attitude, wanting to progress within a digital marketing agency environment.

Key Aspects of the Role

- Working with both Brand and SME Clients, managing their digital marketing campaigns
- Managing SEO campaigns for mobile and desktop performance increases
- Managing PPC campaigns across Google, Youtube, and Social channels inc facebook
- Managing social campaigns across Facebook, Twitter, LinkedIn
- Conducting website audits, identifying opportunities for improvement
- Liaising with client to understand marketing opportunities and quarterly goals
- Using Google analytics and call tracking tools to measure and report performance
- Reporting progress to clients on weekly, monthly and quarterly basis
- Keeping informed of latest search engine policies and algorithm updates
- Liaising with senior digital marketing manager to implement cross channel strategies

Candidate Requirements

- 1 years experience in digital marketing discipline (graduates welcome)
- Proven track record in working hard and presenting recommendations to clients
- Extremely personable, confident communicator - both over the phone, face to face
- Passion for digital marketing, and all things technology
- Analytical mind-set with a strong ability for detail and problem solving
- Ability to perform to tight deadlines, within a high pressure environment

POLARIS

- Excellent time/task management skills

Package

£20,000 plus bonuses. Company benefits include 25 days holiday, birthdays off every year, inclusion in annual company profit share, and subsidised Netflix subscription.

How to Apply

To apply please send your Cover Letter answering the following questions, along with your C.V to info@polarisagency.co.uk