



**Document:** Digital Marketing Executive

**Role Start Date:** ASAP

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**Version:** 1.0

# **A Wonderful Job Description:**

## **Digital Marketing Account Executive**

### **Agency Overview:**

Our company culture and ethos are important in who we are and what we deliver. Our values of Clarity, Collaboration and Growth drive our continual desire to grow and improve, creating the environment that empowers and challenges our Wonderful people to do great work.

Working for Wonderful doesn't put you in a box. You'll also have the ability to impact wider parts of the business, including our journey to becoming a B Corp certified company; as well as getting involved with the Wonderful Foundation, our charitable arm, delivering support & funding to those in need through team activities and campaigns.

### **Job Description:**

We are looking for a confident, enthusiastic digital marketing account executive, with a genuine passion for digital marketing. The successful candidate will be required to work as part of the digital team and will focus upon developing and retaining key client relationships for a selection of the agency's clients, as well as contributing towards winning new ones.

You deliver account growth by constantly solving problems, surprising and delighting clients, managing internal and external communications, and driving projects to completion. You will be actively involved in creating digital campaign briefs from clients and liaising with the teams to implement. You will manage digital campaigns and retainers, largely eCommerce clients, across disciplines including SEO, PPC, Content, E-Mail, Social, and CRM, ensuring that these are completed on time and within budget. Hands-on knowledge of these areas will be beneficial in empowering you to solve clients challenges, and to translate clients' briefs into actionable activities. Understanding & drawing insight from the data behind the results of these activities is also an advantage.

You will report into Senior Client Management, and work closely with the marketing and design team.

Duties may vary from time to time without changing the nature of the post or the level of responsibility. The post holder may also be required to carry out any other duties as required by their line manager.

**Your Responsibilities:**

- The day-to-day management of a number of digital marketing client accounts, mainly eCommerce clients.
- Developing innovative, high-quality digital solutions maximising client spend.
- Input and 'get your hands dirty' on digital activities.
- Working closely with the team to present and rationalise your work internally and to our clients.
- Identify ways to grow accounts, and present & sell creative digital marketing outputs/solutions to facilitate this.
- Optimise web content to increase traffic and improve SEO.
- Analyse digital campaign success & metrics.
- Stay up-to-date with digital media developments.
- Develop high-quality high-performance standards for all the agency's output.
- Maintain records of meetings, decisions and key actions through our CRM.
- Ability to work under pressure and deliver projects within deadlines.

**Required skills:**

- 2-3 years digital marketing executive experience, ideally in an agency environment.
- eCommerce experience is a must.
- Robust knowledge of digital marketing disciplines, including hands-on experience.
- Experience with CMS, SEO/SEM and CRM software/platforms
- Ability to understand client requirements & goals and identify opportunities to expand on an existing client brief to deliver wonderful results from across the digital marketing mix
- Excellent relationship builder, personable, flexible and persuasive.
- Strong analytical skills

**Desired skills:**

- SEO and Paid Media qualifications (e.g. SEMRush, CIM, IDM)
- An innovative thinker, energetic and commercially astute.
- Excellent written and verbal English.
- Confident, dynamic, ambitious and creative & able to act quickly on new ideas.

**Benefits:**

- 23 days holiday per year.
- Up to 3 additional volunteering days per year.
- Company pension.
- £300 training budget per year.
- £300 technology and home working budget in addition to laptop provided.
- Industry leading employee perks scheme including rewards, bonuses, discounts, freebies, health & wellbeing offerings and more.
- Regular team events & away days.

**Remuneration**

Your starting salary is £28,000 - £32,000 depending upon experience. Your basic salary will be reviewed annually. After 1-year service, you will be included in the company bonus scheme of up to £3,600 tax free,