

## Digital Marketing Executive Job Description

<b>Job Title</b>	Digital Marketing Executive
<b>Department</b>	Marketing
<b>Reports To</b>	IT & Marketing Manager
<b>Direct Reports</b>	None
<b>Working Hours</b>	Primarily 09.00-17.30 Monday to Friday, with unsociable hours when necessary.
<b>Overview</b>	Working closely with the Marketing Team, you will be responsible for the budgeting, planning, and management of our online marketing activity.

<b>Duties</b>	<p><b>Website Analytics:</b> Monitor and report on website usage via Google Analytics and other tools, develop new sources of website traffic, as well as identify and improve under-performing areas of the website in terms of visitor numbers, user experience, and conversion rates.</p> <p><b>SEO + PPC + CRO:</b> Improve website content where necessary, manage the online agency to identify requirements for updated content, coordinate the supply of SEO friendly copy for our website, ensure new creative content fits with our brand to maintain the website's personality, ensure online content complements off-line activity, utilise any additional content sources where appropriate, conduct regular reviews of agency performance against agreed targets, implement cost effective paid campaigns to maximise conversion, enhance customer journey from first point of contact on our website through to post-booking stage, as well as test and monitor website conversion rates and improve or update appropriately.</p> <p><b>Brand Refresh:</b> Assist with implementing the new Headwater brand strategy across all online channels.</p>
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<b>Competencies</b>	<p>You're a <b>digital marketing champion</b> who is <b>tech-savvy</b> with experience working in a varied marketing department and <b>B2C environment</b>, as well as managing marketing budgets. You also have experience working with digital agencies, using Google Analytics, and managing <b>SEO and PPC campaigns</b>.</p> <p>You have excellent <b>factual and creative writing skills</b>, you're organised, analytical, numerical, target-driven, solutions-oriented, commercial-minded, and you <b>genuinely care about the details</b>. Your communication and interpersonal skills are unmatched and you're confident—not afraid to make decisions. You're comfortable coordinating the work of external suppliers and managing internal responsibilities whilst working to tight deadlines and maintaining a <b>flexible and proactive approach</b> to your responsibilities, whether you're working autonomously or as part of a team.</p> <p>Good geographical knowledge of Europe and an interest in <b>active holidays</b> are a distinctive advantage—not to mention experience in the travel industry!</p>
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