



Digital Marketing Executive

We are seeking a creative and driven Digital Marketing Executive to join our team and help assist in the planning, execution, and optimisation of our online marketing efforts.

As digital marketing executive, you will have a passion for marketing, technology and have a sound understanding of the digital marketing strategies required to promote a hospitality business. You will have excellent attention to detail and an eye for beautiful imagery and content that reflects our brand and resonates with our customers. You will help grow and maintain our brands online presence and build lasting digital connections with our customers.

We are looking for someone with a proven track record of increasing engagement, brand awareness and generating leads online. We would love to see examples of content you've created in the past and give examples of what you could generate for us.

Responsibilities:

- Plan and monitor the ongoing company presence on social media.
- Launch optimised online adverts through Google AdWords, Facebook etc. to increase brand awareness and create direct leads and conversions to specific areas of the business.
- Be actively involved in SEO efforts.
- Prepare online newsletters and promotional emails and organise their distribution through various channels.
- Provide engaging, creative ideas for content marketing and update website.
- Measure performance of digital marketing efforts using a variety of Web analytics tools.
- Acquire insight in online marketing trends and keep strategies up to date.
- Monitors and develop reports on competitor activity and prevalent trends within social media spaces.

Skills:

- A Degree or Diploma in Marketing or relevant field.
- Proven experience as a digital marketing executive or similar role.
- Marketing experience in the hospitality or wedding industry is desirable.
- Excellent understanding of digital marketing concepts and best practices.
- Skills and experience of creative content writing.
- Analytical mindset and critical thinking.
- Excellent knowledge of analytics tools and measuring ROI.

Salary:

- £25,000 - £27,000 per annum

To apply please send your CV alongside examples of your work to ivor.hobbs@wynyardhall.co.uk by 10th September.