

Role Profile

Digital Marketing Executive

1 Our Company

Good Growth is a distinctive, successful and fast growing Exeter-based professional services business that is trusted by some of the world's leading brands to transform commercial performance.

We specialise in blending science disciplines, data and commercial capability to create digital and organisational improvement programmes that deliver transformational results across a wide range of sectors.

Clients range from global brands such as Regus, The Financial Times, Time Inc and The Economist; through to retailers such as GAME, LK Bennett, M&Co, BHS, Debenhams and Whittard of Chelsea; media groups such as Sky, NBCU International and Channel 4; to communications businesses such as ODEON/UCI and charities such as The National Trust and OXFAM.

We offer core services in digital marketing, optimisation, customer relationship management, strategy and organisational transformation.

With the continuing expansion of our clients and service portfolio we are recruiting an experienced and talented campaign executive to join our Digital Marketing team. The role will work across a variety of high profile accounts and innovative projects, so a passion for performance and creating commercial value for our clients is a must.

2 Job purpose

As a digital marketing executive, specialising in paid search, biddable media and SEO and working amongst a growing team, you'll be instrumental in supporting the success of multiple client accounts, ensuring successful paid and organic strategies are delivered from the outset. You will work on a variety of client accounts across numerous industries on a local, national and international basis.

3 Key Accountabilities

- Helping to create and develop digital marketing programmes for clients covering all aspects of biddable media and search engine optimisation that deliver an improved return on investment for our clients
- Knowing allocated clients' businesses inside and out in order to represent them and their commercial objectives
- Developing accounts for long-term growth that are aligned with clients' business challenges and priorities
- Spotting key opportunities for our clients and delivering account growth through extensions and cross selling of services
- Supporting the smooth and successful introduction of new clients and handover from sales
- Working closely with the internal marketing team where required to provide relevant content for newsletters, posts and other materials

- Delivering the process and maintaining quality standards for services in line with the Good Growth process and methodology
- Managing and reporting on client delivery risks and escalating where required
- Collaborating with Analytics and other teams to ensure the best possible client outcomes
- Ensuring that information and data provided or used by us is accurate, valid, reliable, timely, relevant and complete for the purpose intended and that analyses are robust and clearly presented.

4 Personal Specification

We are looking for someone with client facing experience in digital marketing who is competent in both the development of digital marketing campaigns and the analytics and reporting processes that underpin it. As a candidate, you should have a background in digital marketing (SEO/PPC/Analytics) and experience of managing multiple digital marketing client accounts in an agency, outsourcing or consulting environment. You will be required to work closely with our clients' senior stakeholders, so you must have a track record of building and maintaining long-lasting client relationship with excellent client facing skills, including the confidence to engage and further interact with senior stakeholders. You should be able to work independently, without detailed supervision and input. Your attitude to work should be collaborative, team-focused and responsive to support requests from other members of staff.

Digital Marketing Executives will have:

- First class problem solving abilities
- An ambitious, commercial and analytical mind-set
- Excellent communication, influencing and interpersonal skills
- Outstanding organisational skills and attention to detail
- The ability to work collaboratively with specialist analytics and with other key stakeholders responsible for contracts and finance
- A high degree of resilience, determination and a 'can-do' attitude
- A graduate level education (preferred)

Based at: Good Growth HQ, Exeter, Devon

Reports to: Client Manager (Digital Marketing)

Salary range: Competitive

Job type: Full-time

Holiday: 25 days + Bank Holidays

Pension: Workplace Pension

Apply: To apply for this position please email careers@sarahwestrecruit.co.uk, attaching your CV. You can also use this email if you would like to request further information, or a conversation with us about the role.