

Digital Marketing Executive | Job Description

Mzuri is a fast-paced marketing, design and digital agency in Liphook. We're looking for an experienced, organised and resourceful individual with plenty of client-facing digital marketing and content experience to work within our marketing team.

As Digital Marketing Executive, you will take ownership of producing and managing engaging, relevant and targeted content for our clients and for Mzuri. This will involve researching, writing, editing and proofreading content for websites, social media channels and e-newsletters.

We are looking for someone who is passionate about ensuring content is engaging, relevant, accessible, tailored around appropriate key messages and optimised for search engines. You will have a great handle on all things social media, love getting stuck into Content Management Systems and be adept at designing and implementing engaging email marketing campaigns.

You will be working alongside all members of our team across marketing, design and digital and SEO and will be well supported. We are looking for someone who is proactive and keen to keep ahead of the game with regular research and learning, to help us deliver the very best for our clients. We believe in nurturing our team to be the best they can be and we are committed to ongoing training and development.

This is a varied, client-facing role where no two days will be the same. Tasks will include all aspects of working on client projects, from initial briefing and idea generation through to implementation and analysis.

Skills:

Required skills

Previous marketing experience within a digital environment to include:

- Content writing, copy editing and proofreading
- Content management systems
- Publishing content to social media channels directly and via Hootsuite including as a minimum: Facebook, Twitter, Instagram, LinkedIn, Pinterest.
- PPC and digital advertising
- MS Office applications
- Designing, implementing and managing email campaigns through MailChimp and other services
- Excellent oral and written communication and interpersonal skills
- Excellent organisational skills, including the ability to manage your own workload and prioritise competing demands on your time
- Passionate about all things digital and a desire to keep on top of new developments in your field to inform colleagues and clients to share best practice and new ideas

Desired skills

- Experience of using web analytics packages and social media tools to produce and deliver reports around campaign evaluation
- Previous agency experience in a client facing role
- Experience using image editing software packages such as Photoshop

Key responsibilities:

Copywriting

- Researching, writing and proofreading copy for a wide range of clients and tailoring this for use across multiple platforms.

Content Management

- Using content management systems such as WordPress and custom systems to upload and update content on web pages, ensuring this is optimised with support from our SEO specialists.

Social media

- Planning and scheduling social media campaigns and posts for clients and Mzuri, as well as in-the-moment live updates, keeping up to date with current trends and a clear focus on audience engagement.

Email Campaigns

- Creating and developing strategic email campaigns, writing content, monitoring engagement and updating client mailing lists. Supporting and training clients in Mailchimp and other programmes.

Research

- Conducting independent research into media and press release subjects.

Client Liaison

- Working collaboratively and proactively alongside other members of the marketing team to build strong relationships with clients and the project team.

Project Support

- Providing additional project support to the team as required.

Further information:

We offer a stable, fun, hard-working environment in a light and airy office in Liphook, Hampshire.

We work with interesting, diverse clients and are always looking for ways to improve what we do and to learn. We have a flat structure, welcoming ideas from everyone and working collaboratively as a team. There is real scope within this role for growth.

The role is full time, 5 days per week. We are happy to consider a flexible working pattern. Salary commensurate with experience. 28 days annual leave. Stakeholder pension and childcare voucher scheme available.

Sound interesting?

Email your CV, with an indication of your salary expectations and why you think you are the one to katherine@mzuri.co.uk

Job posted: 22 May 2017

Deadline for applications: Friday 16 June 2017