

THE ROLE – DIGITAL MARKETING CONSULTING

LOCATION – COALTOWN HEADQUARTERS AMMANFORD

HOURS – MIN 16 HOURS A WEEK

THE IDEAL CANDIDATE WILL NEED TO HAVE PREVIOUS EXPERIENCE IN A DIGITAL MARKETING ENVIRONMENT UTILISING A RANGE OF TECHNIQUES INCLUDING SEO, PPC, PAID SEARCH AND ANALYTICAL ANALYSIS. THE IDEAL CANDIDATE WILL BE RESPONSIBLE FOR SYSTEMS OVERSEEING THE EFFECTIVENESS OF DIGITAL MARKETING STRATEGIES.

JOB DUTIES – THIS ROLE WILL INCLUDE BUT IS NOT LIMITED TO –

- CREATING STRATEGIES TO DRIVE ONLINE TRAFFIC TO THE COALTOWN WEBSITE.
- TRACKING PERFORMANCE AND CONVERSION RATES OF CAMPAIGNS AND OTHER DIGITAL MEDIA.
- DEVELOPING A SYSTEM FOR MANAGING AND MEASURING CAMPAIGNS.
- UTILISING A RANGE OF TECHNIQUES INCLUDING SEO, PPC AND PAID SEARCH.
- USE GOOGLE ANALYTICS TO ANALYSE WEBSITE TRAFFIC AND CUSTOMER JOURNEY TO SUGGEST IMPROVEMENTS IN NAVIGATION, SEO, KEYWORDS, AND IDENTIFY TRAFFIC SOURCES TO TARGET WITH ADVERTISING.
- USE GOOGLE ADS TO EFFECTIVELY TARGET NEW POTENTIAL CUSTOMERS AND ADJUST CONTENT BASED ON EFFECTIVENESS.
- RESPONSIBLE FOR BUDGETARY CONTROL OFF ALL DIGITAL MARKETING.
- CREATING AND SCHEDULING SOCIAL MEDIA POSTS AND ADVERTS.
- WRITING CONTENT FOR ARTICLES, BLOG POSTS AND MARKETING CAMPAIGNS.
- EVALUATE CUSTOMER RESEARCH, MARKETING CONDITIONS AND COMPETITION.
- REVIEW NEW TECHNOLOGIES IN DIGITAL MARKETING TO KEEP THE COMPANY AT THE FOREFRONT OF DEVELOPMENTS.
- REPRESENT COALTOWN'S VISION AND BE A POSITIVE AMBASSADOR OF THE BRAND.

ROLE REQUIREMENTS

- A DEGREE IN A MARKETING RELATED QUALIFICATION.
- MIN 3 YEARS IN A DIGITAL MARKETING ENVIRONMENT.
- STRONG EXPERIENCE IN MANAGING PPC, SEO AND AFFILIATE MARKETING.
- STRONG KNOWLEDGE OF GOOGLE ANALYTICS, ADS AND SEARCH CONSOLE.
- DRIVEN BY NUMBERS WITH STRONG ANALYTICAL SKILLS IDENTIFYING AREAS FOR IMPROVEMENT AND GROWTH.
- KNOWLEDGE OF SHOPIFY & MAILCHIMP PLATFORMS.
- STRONG CONTENT AND COPY WRITING SKILLS.
- A SOCIAL MEDIA ENTHUSIAST WITH KNOWLEDGE OF BUSINESS PLATFORMS.
- A KEEN INTEREST FOR THE SPECIALTY COFFEE INDUSTRY WITH KNOWLEDGE OF COMPETITORS.
- TECH SAVVY AND COMPETENT WITH APPLE PRODUCTS AND SERVICES.
- WORKING TO TIGHT DEADLINES AND MANAGING PRIORITIES AS THEY EVOLVE.
- COMFORTABLE WORKING IN A POSITIVE TEAM ENVIRONMENT WITH EXCELLENT COMMUNICATION SKILLS.