

Job Description

Job title: Digital Marketing Executive

Team: Genie Goals

What it's about:

As a Digital Marketing Executive you will be beginning your journey into Digital Marketing learning the fundamentals of your chosen channel and putting these into practice with support and oversight from your team. Learning about the fast moving and consistently growing industry you are responsible for making a success of the activity you run by implementing Genie methodologies with close monitoring, attention to detail and great decision making.

Whilst your substantive post will be in the channel you have been hired into, when opportunities arise we try to provide executives with opportunities to work in different teams or areas of the business to help develop a broad range of skills and knowledge across different business areas.

Reporting To:

Digital Marketing Strategist

Band/Level:

The Digital Marketing Executive sits in band 4, "executive level"

Job role > Executive

Work level > Trained and competent to carry out important business tasks with regular quality checks from manager. Expectation is that work will be of good quality with few errors.

Freedom > Some responsibility to set day-to-day work, within parameters set by manager

External > Some direct communication with customers (or equivalent), mainly reporting, updates, or first line for customer queries. Usually supervised.

Reports to > Strategist (or above)

Key Responsibilities:

Activity management:

- Run digital marketing activity in your channel, working towards set KPI targets
- To actively monitor activity, auditing and adjusting for maximum performance
- Support weekly reporting, gathering data and on occasions creating the report narrative

Client communication:

- Communicate directly with both client and partners
- Support in ad-hoc tasks requested, ensuring work meets client expectations and is a to a very high standard
- Troubleshoot client requests, helping to ensure any issues are resolved in a timely manner

Training:

- Dedicate time to training to continually learn new digital marketing skills

- Passionately work through the Genie Academy and Genie Goals training, both internal training programmes, completing homework on time
- Create and engage with your OKRs to drive forward your personal development
- Train in the use of our in-house technology or third party solutions
- Stay up to date on the latest news and developments in digital marketing to continually grow your knowledge and keep Genie at the cutting edge of digital marketing

Other:

- Track time and work to allocations within Mavenlink
- Occasionally attend events to represent Genie
- Responsibility to find out how GDPR applies to your team's activities
- Understand and comply with all GV guidelines for security and data protection
- Any other tasks or functions which are required by Genie, particularly in relation to digital marketing

The above will form the basis of the role, but is not exhaustive. The role will continue to evolve as you learn and take on more responsibility. There is great scope for development within this role.

Who we're looking for:		
Criteria	Description	Essential or Desirable
Experience	<ul style="list-style-type: none"> ● Digital marketing awareness ● Experience of working in a team ● Some knowledge of PPC, Paid Social or Affiliate marketing ● Working in a customer facing / customer service environment 	Desirable Desirable Desirable Desirable
Skills	<ul style="list-style-type: none"> ● Good level of written English and Maths ● Good level of computer literacy ● Confident phone manner ● Good relationship Builder ● Strong organisational skills ● Strong communications skills - both written and verbal ● Timely and proactive ● Excellent attention to detail ● Experience of using Excel to intermediate level ● Able to work in a team but also independently 	Essential Essential Essential Desirable Essential Essential Essential Desirable Essential
Genie Behaviours	Smart <ul style="list-style-type: none"> ● Intelligent ● Imaginative ● Inquisitive Great attitude <ul style="list-style-type: none"> ● Motivated / driven 	Essential Essential Essential

	<ul style="list-style-type: none">• Passionate• Serious / focussed• Respectful <p>Get things done</p> <ul style="list-style-type: none">• Planning• Teamwork• Adaptability	Essential Essential Essential Essential Essential Essential Essential
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