

## Job Description

**Job title:** Senior Digital Marketing Strategist - Paid Social

**Team:** Genie Goals

### What it's about:

As a Senior Digital Marketing Strategist in Paid Social, you'll be responsible for the strategic management of our large client accounts. Reporting to an Account Director or Head of, Senior Digital Marketing Strategists drive the Genie digital marketing methodologies forward, continually pushing the boundaries and inputting into how we adapt to industry changes. You'll strive to achieve and maintain account excellence in your assigned clients.

You will also have responsibility for line managing and mentoring a small team of Digital Marketing Executives.

### Reporting To:

Digital Marketing Account Director or Head of

### Band/Level:

The Senior Digital Marketing Strategist sits in band 6, "strategist level"

Job role > Strategist

Work level > Has the technical expertise to carry out important tasks with occasional quality checks from manager

Responsibility > Able to suggest and execute (if agreed with manager) strategies based on their own skills and experience

Freedom > Responsible for their own day-to-day workload, within week or month plans agreed with manager

External > Able to maintain good relationships with customers (or equivalent)

Manager > May have line manager responsibilities for a small number of staff

Reports to > Owner / senior manager

### Key Responsibilities:

#### Account management:

- Oversee the digital marketing executives working on your client accounts to ensure the day to day delivery and success of campaigns
- Create and articulate a vision/objective for assigned client accounts, including roadmap of projects to achieve that vision
- Project manage (or execute) roadmap projects
- Use your digital marketing knowledge to structure accounts for growth
- Delivery of agreed services to assigned clients
- KPI analysis and recommendations

#### Campaign management:

- Create digital marketing campaigns in your channel, working towards set KPI targets
- Monitor campaigns, auditing and adjusting them for maximum performance

*This role profile outlines the duties required at the current time to indicate the level of responsibility. It is not a comprehensive or exhaustive list and may vary to include other reasonable requests as directed which do not change the general character of the job or the level of responsibility entailed.*

- Create advanced digital marketing campaigns using advanced tactics and strategies

**Client communication:**

- First point of contact for assigned clients
- Proactive communication inspiring trust and build a good relationship
- Send weekly reports and chair weekly calls with relevant clients and internal team members
- Troubleshoot client requests to ensure any issues are resolved in a timely manner

**Learning and developing Genie methodology:**

- Provide proactive suggestions and recommendations for technical optimisation and new features
- Input into channel strategy meetings on how to best utilise new features and industry developments

**Training:**

- Create and engage with your OKRs to drive forward your personal development
- Support the training of the wider digital marketing team, teaching/tutoring modules where applicable
- 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

**Line management:**

- Line manage a team of digital marketing executives and account managers
- Day-to-day mentoring of digital marketing executives and account managers

**Other:**

- Proactive reporting to senior management team
- Presenting to internal and external audiences
- Occasionally attend events to represent Genie
- Responsibility to understand the requirements of GDPR
- Ensure your team's processes are always compliant
- Understand and comply with all Genie Group guidelines for security and data protection
- Any other tasks or function which are required by Genie, particularly in relation to digital marketing

Who we're looking for:		
Criteria	Description	Essential or Desirable
Experience	• Experience of managing and leading a team	Desirable
	• Extensive knowledge in Paid Social Marketing, especially in Facebook and Instagram	Essential
	• Multi Channel Digital marketing awareness	Essential
	• Multi Channel Digital marketing experience	Desirable

