

## Job Description

**Job title:** Digital Marketing Executive

**Team:** Genie Goals

### What it's about:

We are looking for a proactive and detail-oriented individual to join our growing agency at Genie Goals as a Digital Marketing Executive.

Reporting to a Strategist / Senior Manager, you will work closely with the various channel teams and account managers to deliver world class digital marketing campaigns across a range of exciting international retail clients, while learning about a fast moving and consistently growing industry. You will be responsible for making a real success of these campaigns by implementing Genie methodologies, close campaign management 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.

There is the potential for growth, development and task ownership for the right candidate. All training will be provided.

### Reporting To:

Strategist /Senior Manager

### Band/Level:

Once trained 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:

#### Channel Responsibilities:

- Manage relationships and activity in your channel, working towards set KPI targets
- To actively monitor and assist on accounts, auditing and adjusting them 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:**

- Occasionally attend events to represent Genie
- Any other tasks or function 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   |
| <b>Experience</b>      | <ul style="list-style-type: none"> <li>• Digital marketing awareness</li> <li>• Experience of working in a team</li> <li>• Some knowledge of PPC, Paid Social or Affiliate marketing</li> <li>• Working in a customer facing / customer service environment</li> </ul>   | Desirable<br>Desirable<br>Desirable<br>Desirable   |
| <b>Skills</b>          | <ul style="list-style-type: none"> <li>• Good level of written English and Maths</li> <li>• Good level of computer literacy</li> <li>• Confident phone manner</li> <li>• Good relationship Builder</li> <li>• Strong organisational skills</li> <li>• Strong communications skills - both written and verbal</li> <li>• Timely and proactive</li> <li>• Excellent attention to detail</li> <li>• Experience of using Excel to intermediate level</li> <li>• Able to work in a team but also independently</li> </ul> | Essential<br>Essential<br>Essential<br>Desirable<br>Essential<br>Essential<br>Essential<br>Essential<br>Desirable<br>Essential |

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| <p style="text-align: center;"><b>Genie<br/>Behaviours</b></p> | <p><b>Smart</b></p> <ul style="list-style-type: none"> <li>• Intelligent</li> <li>• Imaginative</li> <li>• Inquisitive</li> </ul> <p><b>Great attitude</b></p> <ul style="list-style-type: none"> <li>• Motivated / driven</li> <li>• Passionate</li> <li>• Serious / focussed</li> <li>• Respectful</li> </ul> <p><b>Get things done</b></p> <ul style="list-style-type: none"> <li>• Planning</li> <li>• Teamwork</li> <li>• Adaptability</li> </ul> | <p>Essential<br/>Essential<br/>Essential</p> <p>Essential<br/>Essential<br/>Essential<br/>Essential</p> <p>Essential<br/>Essential<br/>Essential</p> |



