

Digital Marketing Executive

Reporting to: Digital Team Director

Location: Hollywood, N.Ireland

What we're all about:

Our mission is to be a trusted strategic partner to our Clients. We are creatively restless, respectful, fearless, innovative, invested and always effective.

As a fully-integrated Agency, we offer Strategy, Advertising, Design, Digital, Videography, Media and Branding, as well as PR through our sister company LK Communications – and that's just scratching the surface.

More than that, we're all about our people. Inside our offices, you'll find a friendly and collaborative group of innovative professionals all striving for the same goals – to create brilliant work, exceed expectations, and deliver spectacular results for every Client.

Interested in working alongside industry experts on some of the UK & Ireland's best-known brands? Enjoy a flexible, collaborative and stimulating work environment? Ready to drive your career forward with an ever-growing, innovative company? Then this is the place for you!

What you'll be doing:

- Implementing effective digital marketing strategies for a range of clients
- Setting up, monitoring, managing, and reporting on paid social, search, display and video campaigns across various platforms.
- Tracking and analysing website traffic flow using tools such as Google Analytics and developing strategies to improve web traffic through paid for activity and SEO tactics.
- Measuring performance of campaigns, assessing and reporting campaign performance (ROI and KPIs)
- Keeping up-to-date with digital marketing trends
- Pitching new campaigns and ideas for clients
- Working knowledge of social media platforms, Google Ads and scheduling tools.
- Managing social communities
- Uploading blogs via WordPress CMS
- Producing budgets for campaign activities

What you need:

Essential

Qualifications/Attainments

Educated to degree/third level in a relevant subject

Experience

At least 1 years' experience of running paid campaigns across multiple social platforms.

Strong working knowledge of Google Ads (Search, Display and YouTube).

Strong working knowledge of Google Analytics.

Ability to set up UTM tags for tracking.

Experience of using remarketing to optimise campaigns.

Skills/Knowledge/Competencies/Disposition

Meticulous proof-reading and copy checking skills.

Ability to work under pressure in a fast-paced environment.

Enthusiastic self-starter.

Ability to prioritise workloads.

Dependable & deadline driven.

Helpful

Circumstances/Interests

Flexible in relation to the 24hr nature of social media.

Desirable

Qualifications

Digital Marketing qualification

Experience

Google Ads certified professional.

Knowledge and experience of programmatic digital display (e.g. DV360).

Knowledge and experience of SEO

Skills/Knowledge/Competencies/Disposition

Strong copywriting skills.

Hunger to learn

Circumstances/Interests

Hold a current & valid full driving license with access to a vehicle.

Additional information:

Closing date: the closing date for CVs will be as listed via the recruitment channel (ie Website). Late CVs will not be considered.

Shortlisting: only candidates who clearly demonstrate how they meet the essential criteria will be shortlisted. The panel reserves the right to apply all or part of the desirable criteria at the shortlisting stage.

Reserve list: a reserve list of candidates may be maintained for the purpose of any similar vacancies (temporary or permanent) that may arise within 12 months of this recruitment process.

Employment offer: any employment offer is subject to satisfactory completion of two employment references, proof of right to work in the UK and proof of any required qualifications.

Ardmore is an equal opportunities employer and welcomes applications from all sections of the community. All appointments will be made on the basis of merit.