



# JOB ROLE: DIGITAL MARKETING EXECUTIVE

Full Time (35 hours per week)

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## Key Deliverables

Are you an enthusiastic and experienced digital marketer looking for your next challenge?

NB Communication is looking for a Digital Marketing Executive to join our growing team. You'll be tasked with managing a range of client marketing activities, from social media strategy and management to email marketing, paid advertising and SEO.

In this client-facing role, you'll be expected to apply your digital marketing skills across a range of sectors. We work with ambitious organisations in a variety of industries, from energy and tourism to professional services and retail.

Working with our team of digital specialists, you'll devise and deliver creative marketing activities that help our clients achieve their wider objectives. With a clear understanding of the digital marketing landscape, you'll strive for results and profitability, while also developing efficient processes that ensure quality results for our clients.

NB's head office is based in Lerwick, Shetland, but our clients are based across Scotland and the wider UK. While applicants will ideally be based in Shetland or Orkney, we'd be happy to consider candidates from anywhere in the UK, provided they have the relevant experience.

**Salary:** DOE (anticipated £24k - £30k per annum).

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## Key Responsibilities

- Manage multiple ongoing digital marketing projects
- Plan, recommend and implement digital marketing strategies and campaigns for clients (including social media, email marketing and paid advertising)
- Perform SEO audits and manage implementation of SEO activities
- Build and maintain strong client relationships
- Use Google Analytics and other tools to perform analysis of websites and digital marketing campaigns and produce detailed performance reports
- Generate and deliver content marketing that meets clients' wider goals
- Ensure jobs remain on budget, client problems are solved, expectations are managed, and deadlines are met
- Write and edit content for websites and digital marketing materials
- Devise creative solutions and generate ideas to achieve client objectives



## Candidate Profile

### Essential

- Strong communication skills with the ability to build and maintain good client relationships
- Experience working in a marketing environment and/or running digital marketing campaigns
- Experience managing social media channels
- Experience running and maintaining paid online advertising campaigns (e.g., Facebook Ads and Google Ads)
- Knowledge or experience of SEO
- Self-directed approach to learning and commitment to keeping up to date with industry trends and technologies
- Experience of project management
- A business focus with the ability to monitor and maintain profitability on all jobs
- Ability to work well in a time-pressured, fast-paced environment
- Strong organisational skills with a high level of attention to detail
- Good writing skills with ability to communicate complex technical subjects in an easy-to-understand format
- Creative and solution-focussed thinking

### Desirable

- Basic knowledge of HTML and CSS
- Experience of destination marketing
- Experience using graphic design software
- Sales experience