

Job description

Position: Digital Marketing Executive
Department: Marketing
Reporting to: Digital Marketing Manager
Location: Based in Wynyard with frequent visits to other offices, therefore, this position requires the post holder to be a car owner in order to travel between offices.
Hours: Full-time, Monday to Friday, 9.00am to 5.00pm

Tilly Bailey & Irvine is a multi-service law firm with offices across the Tees Valley in Hartlepool, Wynyard, Stockton and Barnard Castle. We recently celebrated 175 years in business and have a great reputation for providing high standards of legal services to our private and business clients.

Job summary

The main purpose of this role is to:

- To manage the planning, implementation and reporting of all digital marketing campaigns.
- Assist the cross-functional marketing team in finding new opportunities to attract and retain clients online
- Drive the development of new website functionality from inception through to go live

Main duties and requirements

- Managing all digital marketing channels (e.g. website, blogs, emails and social media accounts)
- Developing and writing digital content and maintain the content publishing editorial calendar
- Managing and improving online content, considering SEO and Google Analytics
- Link-building planning creation and execution through content syndications and relationship building
- Social Media Marketing via Facebook, using FB paid ads
- Proactively make strategic PPC campaign recommendations
- Defining, tracking and reporting on keywords
- Managing third party agency relationships
- Provide briefs and updates to key stakeholders in the business, including Partners, to include the preparation and evaluation of KPIs and ROI reports

Preferred skills and experience

- Marketing qualification, preferred but not essential e.g. CIM Diploma or BA Honours
- At least 2 years' experience in digital marketing or ecommerce role
- Excellent social media, internet usage and search optimising skills

- Intermediate knowledge of the digital landscape and traffic acquisition channels
- Excellent research and analysis skills
- Strong written and verbal communication skills
- Ability to work on multiple projects at one time whilst prioritising effectively to ensure deadlines are met
- Ability to communicate effectively and build relationships with third party suppliers, cross functional teams and senior stakeholders
- Experience with B2C & B2B social media, paid search campaigns including Facebook, email campaigns and SEO/SEM
- Previous experience of extracting and analysing data from analytics software, e.g. Google Analytics, Google AdWords, WebTrends
- IT literate with a higher than average knowledge of Microsoft Word and Excel
- Some project management experience would be an advantage.
- Excellent interpersonal and organisational skills
- Excellent problem solving and influencing skills
- Experience working with CMS systems (desirable)

Person specification

- Self-motivation: energy; positivity; confidence; can-do attitude
- Proactive; willing to use initiative
- Flexibility; willingness to network.
- Excellent attention to detail and accuracy
- Organised and methodical
- Creativity
- Commercial awareness
- Time management
- Confidentiality and discretion
- Able to work well independently as well as part of a team
- In possession of a clean driving licence and use of a vehicle, with Business Insurance cover

Any other duties

This job description is not restrictive in any way and should be regarded only as a guideline to the duties required and may be amended in the light of changing circumstances following consultation with the post holder. The job description does not form part of the Contract of Employment.