



# Digital Marketing Executive

Job Description

February 2021

**Capsule - Creative Marketing Agency**

Unit 4, Park House, Earls Colne Business Park,  
Colchester, Essex CO6 2NS

Tel: 01787 267949

## **Job Title**

Digital Marketing Executive

## **Reports to**

Client Projects Manager and Managing Director

## **Based at**

Park House, Earls Colne Business Park, Earls Colne, Colchester, Essex CO6 2NS.

## **Salary Range**

£20,000-26,000 depending on experience.

## **Job Purpose**

The Digital Marketing Executive position is a Full-Time position. The salary is negotiable (depending on experience).

As a Digital Marketing Executive, your responsibilities are to work with the Client Projects Manager and Managing Director in the day-to-day management of clients, with a core focus on identifying revenue growth opportunities for the agency and business for clients. To achieve this, it will be essential that you can deliver digital marketing strategy and execution, including search engine optimisation and digital marketing campaigns across multiple platforms for the agency's portfolio of clients.

## **Key Responsibilities and Accountabilities**

### **Main Duties**

- Manage day-to-day client enquiries, requests, and work with the team to deliver on client work
- Work in collaboration with other Digital Marketing Executives,
- To maintain clients' and the company's SEO health and make ongoing recommendations to improve search rank and visibility
- To also set up and manage all client and the company social ads (including LinkedIn, Facebook and Instagram) and provide ongoing optimisation of performance
- Work with the development team to ensure that technical SEO requirements are met where change to code is required

- Create reports and present them to clients at monthly meetings
- Be proactive and deliver new ideas for our clients in line with their business objectives
- Monitor and develop reports on competitor activity within social media spaces
- Assist the team in research, analysis and development of campaigns, projects, and programmes for new and existing clients
- Deliver all work to agreed business requirements and delivery deadlines
- Ensure the highest standards of quality and accuracy in all work delivered

**The ideal candidate will have the following skills and attributes:**

- A minimum of 3 years' demonstrable agency or B2B/B2C experience, with an excellent track record of exceeding targets
- Must have demonstrable SEO experience/ knowledge
- A proactive attitude that thrives in a very varied and fast-paced environment
- Personable/outgoing, a team-player who can build strong internal and external relationships
- Analytical with a logical approach and enthusiasm for learning
- Strong and confident communicator with experience in an agency or client-side
- Well-organised with the ability to multitask. To switch between tasks quickly and cohesively
- Exceptional attitude to working under pressure and great at problem-solving
- Ability to work independently & as part of a team

**Person Specification**

- The ability to work alongside a marketing team and other sales teams to join up activity.
- Able to understand the complex businesses of a diverse portfolio of clients quickly, identifying opportunities and challenges that will deliver business for the agency
- A genuine team player who is comfortable and confident making decisions as a member of a collaborative team and can also work independently
- First-rate communicator and networker, relationship builder and negotiator – both face to face, presenting and over the phone
- The ability to express and sell an idea clearly either on the phone, one-to-one or presenting to a room of people

## Values and Competencies

**Collaborative** – with our clients, and with each other, to support our vision, mission and guiding principles. We explore ideas, seek and share opinions, ask for and offer help and check in with each other.

- Sees success of the team as more important than their own success
- Treats all colleagues fairly, regardless of background or circumstance
- Deals effectively with difficult situations by respecting diverse opinions
- Aims at win-win situations; highlights benefits and negotiates persuasively
- Asks for feedback from multiple sources
- Obtains and applies information and views of others to identify opportunities/need for change within their own span of control

**Transformational and Game-Changing** – About what we deliver with clients – their business and our relationship with them. We are prepared to change and transform, grow and evolve. We innovate through thinking differently.

- Shows initiative and determination to achieve
- Supports a culture of innovation by positively questioning assumptions
- Overcome barriers to create real and positive change
- Champion new ideas and initiatives
- Challenge the way things have been done to enable improvements
- Keep up to date with changes/initiatives/issues taking place across the departments
- Has a clear focus on innovation
- Questions the status quo by offering improvements and encourages others to do the same
- Displays an entrepreneurial spirit and a strong willingness to try new ways and to learn continuously
- Exploits and leverages insights from other fields of interest

**Courageous and Accountable** – We speak out and we challenge the status quo at all levels. We are happy to make boundary-pushing suggestions to clients. We make decisions and we take responsibility for them.

- Acts with courage when faced with a challenge.

- Speaks up if they disagree with something, e.g. suspect unethical behaviour
- Takes responsibility for their work and behaviour, including understanding their role in managing risk and control
- Behaves transparently in all work circumstances and environments
- Knows when it is appropriate to say no to a client or customer request, but does so with tact and support
- Can clearly explain own position when challenged
- Builds strong relationships and mutual trust with all colleagues
- Shares own knowledge and is open to learning and feedback from others
- Always considers whether they are doing the right thing
- Identifies opportunities and takes appropriate actions in time, even under uncertain circumstances
- Shows a clear sense of ownership for the taken risk and the outcome

**Ambitious** – We have an appetite for doing better, not just for ourselves but for our colleagues and our clients. We believe in continuous improvement.

- Understands the team and organisational strategy
- Takes time to understand the needs or circumstances of each client or customer they interact with
- Goes “the extra mile” for clients or customers, delivering above and beyond what is expected
- Considers short-term and long term impacts when offering ideas or solutions
- Is results-oriented and tackles challenging situations head-on
- Sets high standards of performance and exceeds them
- Deals constructively with setbacks
- Has a clear understanding of the importance of efficiencies

**To apply for this job, please send your Cover Letter and CV to:  
careers@capsulemarketing.co.uk**