

# Senior Digital Marketing Executive

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Phone :

Web :

## Job Summary

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Vacancy :

Deadline : Dec 05, 2024

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Employment Status : Full Time

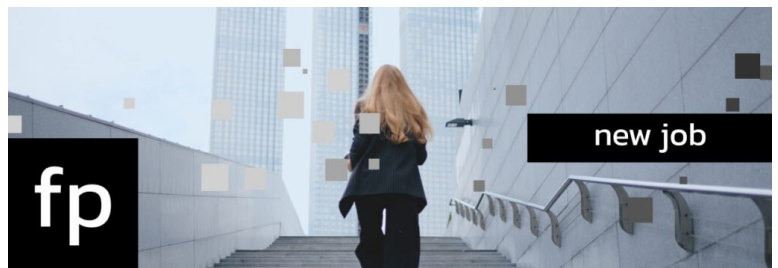
Experience : Any

Salary :

Gender : Any

Career Level : Any

Qualification :



## Job Description

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### Senior Digital Marketing Executive

Location: Manchester, UK (2 days a week in-office)

**Salary:** £35,000 - £38,000

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#### About the Role:

Favourite People are recruiting on behalf of a dynamic B2B marketing agency looking to add a Senior Digital Marketing Executive to their team. This Manchester-based role offers a fantastic opportunity to work across multiple B2B client accounts, focusing on delivering effective, multi-channel digital strategies. Ideal for a proactive and hands-on digital marketer, this position will give you the chance to grow your skills in a fast-paced, collaborative agency environment.

As Senior Digital Marketing Executive, you'll play a key role in shaping digital campaigns, tracking performance, and helping clients achieve their marketing goals. If you're passionate about B2B digital marketing and eager to make an impact, this could be the next step in your career.

#### Key Responsibilities:

- **SEO Strategy & Execution:** Conduct keyword research, optimise web content with the in-house content team, and drive SEO initiatives to improve organic rankings.
- **Client Reporting:** Assist in preparing detailed reports across SEO, PPC, and social media, with insights and recommendations for optimisation.
- **CMS Management:** Update client websites (WordPress) with SEO adjustments, including metadata, redirects, and image optimisation.
- **Paid Media Support:** Collaborate with the PPC Specialist on paid media campaigns across Google Ads and LinkedIn Ads, ensuring efficient setup and ongoing optimisation.
- **Social Media Management:** Develop strategies to increase visibility and engagement on LinkedIn, including social listening and performance monitoring.
- **Email Marketing:** Design and execute email campaigns on HubSpot, tracking engagement and lead nurturing outcomes.
- **Team Collaboration:** Work closely with the Digital Strategy Manager and teams in creative, content, and client services to deliver cohesive campaigns.
- **Client Communication:** With support from senior team members, update clients on digital performance and contribute to pitch presentations.

#### Skills & Experience Required:

- **Experience:** 2-4 years in digital marketing, ideally in a B2B-focused agency environment.
- **Sector Knowledge:** Experience in Manufacturing, Technology, or Science sectors is a plus.
- **Digital Tools:** Familiarity with WordPress, HubSpot, Google Analytics, Google Ads, and social media platforms.
- **SEO/SEM Skills:** Hands-on experience in keyword research, on-page optimisation, and basic link-building strategies.
- **CMS Proficiency:** Ability to make content updates in WordPress.
- **Analytical Skills:** Basic understanding of data analysis, reporting, and campaign tracking.
- **Communication:** Strong interpersonal skills to collaborate effectively with team members and clients.
- **Proactive Approach:** A self-motivated, problem-solving attitude.

If you're ready to step up and contribute to the success of a leading B2B agency, we'd love to hear from you. Apply today!

## Education & Experience

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**Must Have**

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**Educational Requirements**

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**Compensation & Other Benefits**

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