

## **Digital Marketing Executive / Campaign Manager**

An outstanding opportunity has arisen for an ambitious & talented marketer to join our growing digital marketing team. As a digital marketing executive your role will be to support clients in all areas of online marketing, whether it's an SEO strategy, paid campaigns, social media management or email marketing, you will be involved in everything.

As a campaign Manager, using all these skills you will be responsible for the creation, delivery, and performance of multichannel marketing campaigns for our diverse range of clients.

You'll need to be a confident and excellent communicator, in regular contact with your clients, developing and strengthening professional relationships. Managing your own schedule, you'll be well organised, good at prioritising work and responding to time pressures.

As a creative thinker you'll have the confidence to identify new opportunities and turn them into reality, enhancing client relationships and the results we achieve. You'll have experience managing digital channels and strong technical ability. This is an extremely rewarding role which will see the successful candidate join a busy, successful, and motivated agency, working in a fun but professional environment, reporting directly to the head of marketing.

### **Essential skills and experience:**

- 1+ years' experience in a digital marketing role
- Understanding of basic marketing principles

- Understanding of marketing & analytics tools – some or all Google Analytics, Search Console, Google Ads, Facebook / LinkedIn advertising platforms
- Excellent communication and people skills
- Experience managing key digital channels
- Confident managing budgets
- Commercially minded
- Excellent organisational skills
- Up-to-date with new technologies and latest marketing trends
- Proactive, self-starter, able to work in a fast-paced environment
- Ability to work without close supervision, managing your own workload
- Innovative and fast learning
- Attention to detail and high standards
- Experience with analytical tools (Google Analytics, Ads)

### **Who Are Wish?**

Wish is an independent full-service agency providing creative marketing & digital solutions to business challenges & objectives. Our digital marketing team specialise in developing conversion optimised, technically excellent online campaigns. Through strong client relationships we have created an agency that delivers outstanding results, success and creates fantastic careers for our talented team of digital marketing experts.

- Our core digital products and services cover: Digital strategy, website design and development, digital marketing - SEO, PPC, Email marketing, CMS and ecommerce implementations, Integrated Campaigns, mobile, apps and social / digital campaigns.
- We're a growing team working out of our studio in an old Granary building near Wetherby. We have a strong background within the

UK Digital community, working with some the UK's leading brands and developing innovative software solutions for our clients.

## **Need more convincing?...**

### **We Pay You.**

The **correct** salary - We don't detail a salary range as this is a sensitive topic, salary is completely negotiable, dependent on the individual and the experience and qualities they may bring to the role – but feel free to email us with your CV and we're happy to talk money before you commit time to an interview if preferred.

### **Remote Working.**

Perhaps a given these days, but our team have the flexibility to work remotely. Sometimes you can't beat a creative brainstorm round the table and it's important we all see each other quite regularly, but we also understand remote working can be preferable for many reasons. All that really matters to us is that our clients are happy, and we deliver high quality work.

### **An Envious Portfolio.**

You will get to work on exciting projects for some leading brands and also learn about businesses you've never heard of! As well as established client relationships that we must support, we have a very active new business team creating attractive opportunities every week. Sounding good?

### **A Talented & Friendly Bunch.**

You'll join a fantastic team of people who are driven to produce the best digital experiences on the web, we make sure it's an enjoyable and a creative place to work

**Personal Development.**

Reap the rewards of an exciting career path that lets you evolve your skill set. We're growing and changing all the time and we love it - so we want our staff to grow and change too. You will learn and learn fast whilst bringing your own talents to an already talented team.

**Never a Dull Moment.**

As well as a very varied studio playlist (some strange tastes in there), every week throws up new challenges, successes, laughter, stresses, rarely tears, and we're always learning!

**All the Latest Equipment.** High end equipment for all our staff including an Apple Mac laptop or desktop.

**And lots more.**

Annual leave (err, of course), pension plan, training and development. Optional social events with the rest of the gang, lunchtime runs if so desired (we have showers), amazing location in beautiful countryside just near Wetherby and off the A1 - no traffic making for a pleasant commute when in the office! The list goes on and on....

If this sounds right up your street, then get in touch today.

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