**ROLE PROFILE**

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| **Role Title** | Digital Marketing Executive | **Location** | Whitchurch or RPR |
| **Business Unit** | Commercial – B2B Marketing | **Job Family** | Marketing |
| **Reports to Role Title** | Senior Digital Marketing Manager | **Sub Family** |  |

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| **Purpose** |
| This is an exciting opportunity for a confident, organised and driven individual, who wants to be part of a fast-paced Marketing department for a leading national drinks company. This position will support the Digital Marketing Team across the C&C B2B brands (Matthew Clark, Bibendum Wine, Tennent’s Direct, Walker & Wodehouse). The role is primarily concerned with the delivery, analysis and on-going improvement of digital marketing activities. It requires an analytical yet creative individual with a flexible approach to problem-solving. The role will contribute to the goals and success of the overall content and communication strategy for both internal and external activity and requires an individual that is passionate and confident with SEO, Google Analytics, and social media. This is a place for people who enjoy the buzz of constant change and an opportunity to develop. |
| **CORE ACCOUNTABILITIES** |
| * Support the execution of the paid social and PPC strategy across the Bibendum Wine, Matthew Clark, and Tennent’s Direct (C&C’s RTM brands)
* Execute SEO strategy with an eye to growing organic search performance
* Monitor social media channels and engage in proactive community management
* Monitor and analyse competitor behaviour across digital channels
* Measure and report on the performance of digital marketing and campaigns
* Support third party developers to deliver function and effective corporate websites for RTM brands, building on domain equity
* Report on user experience with the help of analytics tools
* Working with internal and external agencies to support the delivery of customer marketing
* Building and scheduling marketing emails
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| **KNOWLEDGE/ EXPERIENCE/ SKILLS** |
| **ESSENTIAL:*** Critical thinker with strong analytical skills
* Interest in digital marketing
* Good understanding of social media platforms
* Good understanding of search marketing and SEO practice
* Understanding of Google Analytics, Search Console and Tag Manager
* Ability to use basic Microsoft programs

**PREFERRED:*** Knowledge of the drinks industry and the key players within it
* Experience working within the On-Trade
* Experience delivering communications content
* Good presentation skills
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|  **PROFESSIONAL QUALIFICATIONS & EDUCATION** |
| * Educated to A level standard or above
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| **TECHNICAL/ BEHAVIOURAL/ PERSONAL COMPETENCIES** |
| * Completer finisher
* High level of ability to organise self and others
* Ability to be pragmatic when required
* Empathetic
* Resilient
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| **VALUES REQUIRED** |
| * Empowered, Committed, Forward Thinking
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| **BUSINESS SPECIFIC REQUIREMENTS** |
| **OPERATING ENVIRONMENT & CONTEXT:****TRAVEL & OTHER REQUIREMENTS**From time to time there will be the requirement to travel within the UK to support events / team meetings and to stay away from home overnight as a result. |
| **ROLE DIMENSIONS** |
| No of Direct Reports | 0 | Financial Impact (Direct) | N/A |
| Total Team Size | 4 | Financial Impact (Indirect) | N/A |
| No of Locations | 1 | Other/ People Manager (yes/ no) | N/A |

Back Office Use only:

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| **Job Code** |  | **Reward Level** |  | **TW Grade** |  |
| **Salary Survey Ref** |  | **Career Level** |  | **Date Created** |  |
| **Salary Min** |  | **Salary Mid** |  | **Salary Max** |  |