**JOB DESCRIPTION**

**Job title: Digital Marketing Executive**

**Responsible to:** Director of Marketing

# Introduction:

The Family Building Society provides a range of innovative mortgage and savings products to cater for the needs of the modern family. We also offer a variety of insurance and later life planning services via third parties.

Working with a well-established and close-knit marketing team and a 3rd party web development agency, you will be largely responsible for executing the Society’s digital marketing strategy.

You will be data driven, relying on your analytic skills and a series of digital data points to make key decisions and deliver reports on various levels of our digital and website activities. This would involve analysis of promotional campaign effectiveness, SEO, optimising the customers’ website journey of our customer facing and intermediary facing websites.

In conjunction with our 3rd party agency, you will also be expected to create and manage the Society’s Google Adwords Campaigns.

You will have a minimum of 3 years’ experience in a digital marketing role, ideally within a regulated environment, with a relevant Degree or CIM Certificate in Professional Digital Marketing.

An excellent communicator, you will be used to a fast-moving environment and willing to share digital marketing knowledge and best practice with the marketing team.

**The successful candidate will be expected to deliver the department’s key digital activities while demonstrating the following key skills and competencies:**

* Track record of hands-on experience of successful Google Adwords B2C campaigns including keyword research, display creation, budgeting, reporting and ROI analysis.
* Direct experience of Google Analytics 3 & 4 including analysis, reporting and integration with Datastudio.
* Ability to set and measure website and digital activity key performance metrics including optimal customer journey.
* Experience of Content Management Systems, Progress Sitefinity preferred.
* Production of reports across B2C and B2B markets, including email marketing, providing recommendations for improvement based on results.
* Experience of designing and implementing automatic digital communications, ie new customer onboarding, key transaction triggers, for example.
* Experience in building and executing successful website Search Engine Optimisation (SEO) strategies, including website health monitoring and link building opportunities.
* Management of Social media channels and related campaigns to include audience creation, messaging, and analysis.
* Work closely with our third-party agency to ensure digital projects are completed on time and on budget
* Excellent communicator
* Strong analytical skills