



# Job Descriptions

## Basic Job descriptions In Digital Marketing





Here is an example of what you pay for Digital Marketing employees [Check our prices](#)

Job Description	Location	Salary	First
Digital Marketing Officer	Weybridge	£100 - £130 per day (£25,998 - £33,797)	Amazing Children's Charity
Digital Marketing Manager	Reading	£40,000 - £45,000	Working for a large organisation
Digital Marketing Manager	Birmingham	£32,000 - £40,000	Growing retail business based in Birmingham
Digital Marketing Manage	Preston	£30,000 - £35,000	Digital Marketing Manager - Preston
Digital Marketing Manager	Hemel Hempstead	£40,000 - £45,000	The ability to own all digital strategy in a UK wide leisure organisation
Digital Marketing Manager	City of London	£45,000 - £55,000	Full time
Digital Marketing Manager	Manchester	£28,000 - £32,000	Digital Marketing Manager
Digital Marketing Manager	London	£35,000 - £40,000	CRM Segmentation
Digital Marketing Manager	London	£33,000 - £35,000	London Based Position in Digital Marketing Team
Digital Marketing Specialist	Glasgow	£27,000 - £30,000	Life Sciences
Digital Marketing Manager	London	£35,000 - £40,000	Working for a global satellite communications company
Digital Marketing Specialist	City of London	£30,000 - £35,000	Exciting opportunity to take ownership of performance marketing channels
Digital Marketing Assistant	Chiswick	£25,998 - £31,198	Based in Chiswick
Digital Marketing Executive	Warrington	£20,000 - £25,000	Digital Marketing Executive - Warrington
Digital Marketing Manager	Watford	£28,000 - £35,000	A Hands on Digital Marketing Manager
Digital Marketing Manager	Richmond upon Thames	£32,000 - £40,000	Royally Acclaimed National Attraction
Digital Marketing Manager	Cheltenham	£38,000 - £40,000	Leading consumer business
Junior Digital Marketing Manager	Kingston upon Thames	£18,000 - £22,500	Junior Digital Marketing Executive
Digital Marketing Specialist	London	£25,000 - £32,000	E Commerce
Digital Marketing Manager	City of London	£45,000 - £52,000	Looking for Performance Marketing Managers with emphasis on PPC

## Michael Page

There are 134 job listings on the Michael Page website <http://www.michaelpage.co.uk/>

## campaignjobs

There are 967 job listing for Marketing on the Campaign website

<http://www.campaignlive.co.uk/jobs/all/marketing/>





## Job & Person

### DIGITAL MARKETING CONTENT LEADER

#### The business:

Company name : iC Digital Assets Ltd

Website: <http://www.icdigitalassets.com>

Member of Digital Experts Academy

Business have USP's **Specialist in Marketing Automation**

Reason for hiring :-

**DIGITAL MARKETING CONTENT LEADER REQUIRED FOR COMPANY EXPANSION FROM £2M TO £4.M, WITH HANDS ON APPROACH TO CREATION LEAD MANAGEMENT OF DIGITAL MARKETING TEAM.**

#### The vacancy:

Job title : **DIGITAL MARKETING- CONTENT LEADER**

Reports to: **MANAGING DIRECTOR**

Primary objective of this role **CREATE CONTENT AND STRATEGIES FOR CONSUMER AND TRADE WEBSITES OF THE COMPANY FROM IDEAS TO EXECUTION.**

#### **Content Marketing Manager**

We are looking for a prolific and talented content creator to write and produce various projects and blog regularly, to expand our company's digital footprint, awareness, subscribers, and leads. This role requires a high level of creativity, attention to detail, and project management skills.

#### **Responsibilities: ( Email Marketing )**

Manage and build various email lists and campaigns, including the design templates, calls-to-action, and content used in your email sends.

Segment lists based on behaviours like past email engagement and website interactions (content downloads, site page visits, etc.).

Measure results and optimise the nurture tracks for these segments to convert leads to customers.

Work to minimize list decay and unsubscribes while increasing productivity of our email sends.

Develop documentation and road maps for processes, A/B tests, and promotions that succeed through email.

#### **Responsibilities: ( Day to day duties in the role )**

Create 1-2 free resources each month to drive leads, subscribers, awareness, and/or other important metrics (examples include ebooks, whitepapers, infographics, guides, videos etc.).

Blog on an ongoing basis in support of your other projects and to attract site visitors through search, social, and our email subscribers.

Grow our subscriber base by providing them regular, helpful content that's in-tune with their needs.

Collaborate with designers, product marketing, sales, and external influencers and industry experts to produce relevant content that meets the needs of both key stakeholders and our audience.

Convince others that your creative ideas are worth investing time and effort in. This role is at the core of the marketing team, **and others will rely on your work every single day.**

#### **Requirements:**

BA/BS degree or equivalent working experience.

Past experience producing content for the web specifically, as well as channel-specific knowledge (blog, SlideShare, Facebook, Twitter, Wordpress etc.)

Past experience building audiences either online or offline.

In-depth knowledge of Content Optimization System to blog and produce smart CTAs according to visitor lifecycle stage.





A dual-minded approach: You're highly creative and an excellent writer but can also be process-driven, think scale, and rely on data to make decisions.

- PLAN ANNUAL/QUARTERLY/ MONTHLY CONTENT FOR BLOG AND SOCIAL MEDIA
- CREATE WORKFLOW AND STANDARD PROCEDURES FOR TEAM TO FOLLOW
- CREATE QUICK TEAM METHODS FOR PRODUCT AND CONTENT ROLL OUT
- CREATE AND MANAGE EMAIL CAMPAIGNS USING EMAIL MARKETING SYSTEMS
- RESEARCH AND WRITE BLOG POSTS FOR WEBSITE
- PROFILE CUSTOMERS INTO "PERSONA" AND WRITE BLOGS RELATIVE TO "PERSONA"
- WRITE SOCIAL MEDIA CONTENT SUCH AS FACEBOOK, TWITTER, TUMBLR AND OTHERS
- FOLLOW A QUARTERLY MARKETING PLAN AND CREATE SUB- CAMPAIGNS
- CREATE AND UPDATE OWN "SMARTSHEET" WORKFLOW AND REPORTING
- WORK WITH PUBLIC RELATIONS AND OTHER CONTENT COLLEAGUES

Job located at : *HEAD OFFICE*

Days & Hours of work: **MONDAY TO FRIDAY 8AM TO 5PM NO WEEKEND WORKING**

Any travelling / nights away from home involved?: **NO**

Training opportunities: **INDHTML,CSS,WORDPRESS,EMAIL AUTOMATION**

Likely career progression: **MARKETING DIRECTOR**

#### **The person:**

Minimum academic or professional qualifications required: **MARKETING DEGREE/DIPLOMA/TRAINING**

What experience is required?

- (1) Must have... **BLOGGING EXPERIENCE**
- (1) Must have... **EMAIL MARKETING EXPERIENCE**
- (1) Must have... **WORDPRESS OR HTML EXPERIENCE**
- (1) Must have... **SOCIAL MEDIA CONTENT CREATION EXPERIENCE**
- (1) Must have... **ABILITY TO CREATE IDEAS AND PLANS**
- (1) Must have... **UNDERSTANDING OF INTERNET MARKETING**
- (1) Must be able **.TO READ TECHNICAL SPECS AND INSTRUCTIONS**
- (1) Must be ..... **. PUNCTUAL AND CONSISTENT**
- 
- (2) Like to have...**MARKETING EXPERIENCE**





- o (2) Like to have..**MINIMUM 2 YEARS EXPERIENCE IN SIMILAR ENVIRONMENT**
- o (2) Like to have..**ABILITY TO CONCENTRATE WITHOUT DISTRACTION**
- o (2) Like to have .**VIDEO PRODUCTION EXPERIENCE**
- o (2) Like to have .**PHOTOSHOP EXPERIENCE OR IMAGE MANIPULATION**
- o

Preferred minimum number of years experience: **MIN 2 YEARS IN INTERNET MARKETING**

Essential character traits ( DESCRIBING WORDS)

- o **TEAM AND TASK ORIENTATED**
- o **METHODICAL AND GOAL AND RESULTS SEEKING**
- o **ACCURATE**
- o **HONEST**
- o **PERSUASIVE**
- o **POSITIVE OUTLOOK ON LIFE**
- o **ADAPTABLE**
- o **PASSIONATE**
- o **PERSONABLE**
- o **PATIENT**
- o **ATTENTIVE**
- o **HANDLE THE UNEXPECTED**
- o

Driving licence / own transport required : **NOT REQUIRED**

Your preferred maximum distance home-to-work: **45 MINUTES**

#### **The Rewards:**

Basic salary: **£30,000-£45,000 PA**

Overtime: **NONE**

Any benefits eg. Car, fuel, health insurance, mobile phone, laptop, pension, parking, childcare vouchers etc

- o **FREE PARKING AVAILABLE**
- o **TEA/COFFEE/ KITCHEN**
- o **PLEASANT OFFICE CONDITION/AIRCONDITIONED**
- o **SMALL COMPANY FRIENDLY**

Holiday entitlement (eg 28 days pa incl' bank holidays): **21 DAYS PAID PLUS BANK HOILDAYS**

Sickness entitlement (eg, maximum days paid pa): **TO BE ADVISED**









## Job & Person Spec – Marketing-Content Associate

### The business:

Company name : iC Digital Assets Ltd

Website: <http://www.icdigitalassets.com>

Member of Digital Experts Academy

Does the business have any attractive USP's-**Specialist in Digital Marketing Automation**

Reason for hiring eg. Expansion, promotion etc

**COMPANY EXPANSION FROM £2.m TO £4M THROUGH NATURAL SALES GROWTH**

### The vacancy:

Job title : **MARKETING-CONTENT ASSOCIATE**

Reports to: **MARKETING MANAGER/MANAGING DIRECTOR**

Primary objective of this role **CREATE CONTENT FOR CONSUMER AND TRADE WEBSITES OF THE COMPANY**

Day to day duties in the role

- o **RESEARCH AND WRITE BLOG POSTS FOR WEBSITE**
- o **WRITE BLOGS WITH RESPECT TO COMPANY MARKETING PLAN**
- o **RESEARCH AND OBTAIN/BUY IMAGES OR VIDEOS FOR BLOG POSTS**
- o **PROFILE CUSTOMERS INTO “PERSONA” AND WRITE BLOGS RELATIVE TO “PERSONA”**
- o **WRITE SOCIAL MEDIA CONTENT SUCH AS FACEBOOK, TWITTER,TUMBLR AND OTHERS**
- o **FOLLOW A QUARTERLY MARKETING PLAN AND CREATE SUB- CAMPAIGNS**
- o **CREATE AND UPDATE OWN “SMARTSHEET” WORKFLOW AND REPORTING**
- o **WORK WITH PUBLIC RELATIONS AND OTHER CONTENT COLLEAGUES**
- o **CREATE IDEAS AND PLANS TO EXPAND THE COMPANY INTERNET EXPOSURE**

Job located at :**HEAD OFFICE**

Days & Hours of work: **MONDAY TO FRIDAY 8AM TO 5PM NO WEEKEND WORKING**

Any travelling / nights away from home involved?: **NO**

Training opportunities: **IWORDPRESS,HTML,Graphic DESIGN** Likely career progression: **DI-RECT PROGRESSION TO TEAM LEADER IF SUITABLE/AVAILABLE**





**The person:**

Minimum academic or professional qualifications required: **MARKETING DEGREE/DIPLOMA/TRAINING**

What experience is required?

- o (1) Must have... **BLOGGING EXPERIENCE**
- o (1) Must have... **WORDPRESS OR HTML EXPERIENCE**
- o (1) Must have... **SOCIAL MEDIA CONTENT CREATION EXPERIENCE**
- o (1) Must have... **ABILITY TO CREATE IDEAS AND PLANS**
- o (1) Must have... **UNDERSTANDING OF INTERNET MARKETING**
- o (1) Must be able.**TO READ TECHNICAL SPECS AND INSTRUCTIONS**
- o (1) Must be ..... **PUNCTUAL AND CONSISTENT**
- o
- o (2) Like to have...**MARKETING EXPERIENCE**
- o (2) Like to have..**MINIMUM 2 YEARS EXPERIENCE IN SIMILAR ENVIRONMENT**
- o (2) Like to have..**ABILITY TO CONCENTRATE WITHOUT DISTRACTION**
- o (2) Like to have .**VIDEO PRODUCTION EXPERIENCE**
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- o

Preferred minimum number of years experience: **MIN 2 YEARS IN INTERNET MARKETING**

Essential character traits ( DESCRIBING WORDS)

- o **METHODICAL**
- o **ACCURATE**
- o **HONEST**
- o **PLEASANT**
- o **POSITIVE OUTLOOK ON LIFE**
- o **ADAPTABLE**
- o **PASSIONATE**
- o **PERSONABLE**
- o **PATIENT**
- o **ATTENTIVE**
- o **TASK AND GOAL ORIENTATED**
- o **HANDLE THE UNEXPECTED**
- o

Driving licence / own transport required : **NOT REQUIRED**

