

Digital Marketing Executive



Position

Type:	Permanent Position
Salary:	Dependant on experience
Location:	Leeds, West Yorkshire
Closing date:	When filled

The Position

We're looking for a talented, well organised individual with the skills and desire to manage and take ownership of SEO & PPC campaigns for a range of clients.

Knowledge of the industry and latest technology/trends will be essential as your responsibility will cover a variety of clients of multiple sizes spanning many sectors.

You will be expected to present both externally to the client and internally to the team on a regular basis. Analytical and written reports on the status of campaigns and strategies will support your ongoing work.

You will be involved in a variety of projects so must be able to contribute ideas using your experience in the digital industry, looking for ways to increase value from the client.

You will report to one of two company directors.

Responsibilities

Key responsibilities for this opportunity are:

- Plan and manage SEO/PPC/Affiliate/Social media strategy
- Producing competitor analysis
- Link building and content creation
- Reporting SEO KPI's to wider business
- On-page SEO analysis and recommendation
- Identifying trends and issues through Google Analytics
- Managing relationships with external clients
- Keeping up with the latest search trends and developments
- Preparing monthly reports for the client
- Report project status' to the Directors

The Successful Candidate

- Minimum of 1 years experience in SEO & PPC management
- Understanding and experience using Google Web Master Tools and Analytics
- Understand site/on-page SEO factors
- A strategic and creative thinker
- Ability to work on their own and within the team
- Experience with management of Affiliate Schemes
- Experience implementing social media strategies

Applications

If this position sounds like your bag, then email James Hannaford via james@creode.co.uk including your CV, covering letter and salary expectations.

*Recruitment Agencies

We are **NOT** offering this role to recruitment agencies. Candidates sent will not be considered under any circumstance. Please do not call us.