



JOB DESCRIPTION

Job title	Digital Marketer
Reports to	Senior Marketing Manager
Location	Think Tank, Ruston Way, Lincoln LN6 7FL

Job purpose

To support the senior marketing manager, directors and account managers in the delivery of client digital marketing work.
To provide advice and expertise in various aspects of digital marketing strategy, tactics, tools and emerging trends to clients and colleagues.
To work with the senior marketing manager in delivering Shooting Star's marketing strategy.
To help the agency to meet the objectives set out in its Strategic Plan 2021-24.

Staff management responsibility

There is no line management responsibility.

Main duties and responsibilities

- advise colleagues and clients on best practice and latest trends in:
 - digital marketing
 - SEO (search engine optimisation)
 - digital advertising (PPC, display, video, shopping ads)
 - social advertising (Facebook, Instagram, LinkedIn, X, TikTok, YouTube)
 - reporting and analytics eg Google Analytics, Google Search Console, Google Tag Manager, social analytics
 - website management eg advising and aiding UX and UI optimisation and content updates
 - email marketing
 - digital content creation (blogs / video / graphics)
 - social media management and marketing
 - affiliate marketing
- lead and deliver client work in the above areas
- develop and deliver the marketing strategy and plan for Shooting Star (in collaboration with the senior marketing manager)
- contribute to the digital marketing strategy and plans for clients
- contribute to clients' reports and analytics
- develop and publish digital content for clients and Shooting Star
- manage or provide support on clients' social media accounts (in collaboration with the digital content executive)
- contribute to and develop Shooting Star's social media activity (in collaboration with

- the digital content executive)
- help win new business for Shooting Star
- contribute creative ideas
- attend client meetings and new client pitches
- attend networking events
- deliver digital marketing seminars and workshops on behalf of the company

Internal Working Relationships

Reports to:

Senior Marketing Manager

Works with:

Directors
 Digital Content Executive
 Account Executives
 Account Managers
 Interns

External Working Relationships

Existing clients
 Prospective clients
 Suppliers
 Contractors
 Members of the business community
 Members of the public

Special or unusual requirements of the role

You may be asked to attend business networking or client events outside of normal office hours as requested by the directors.

Person Specification

Digital Marketing Executive

Criteria	Essential	Desirable	Assessed by		
			AF	IT	R
Qualifications					
Good degree in relevant subject	✓				
Specific digital marketing qualification(s)		✓			
Other marketing qualification(s)		✓			
Knowledge and experience					
At least one year's experience in a digital marketing role	✓				

Experience of working in an agency environment		✓			
Knowledge and confidence in creating digital marketing strategy and plans	✓				
Experience in media planning		✓			
Competence in managing digital marketing platforms eg social media, CMS, CRM, digital/social ads and email marketing	✓				
Competence and experience in search engine optimisation (SEO)	✓				
Competence in reporting tools eg Google Analytics, social media analytics	✓				
In-depth, up-to-date knowledge of digital marketing tools & trends	✓				
Experience of content creation and copywriting	✓				
Knowledge of Microsoft (Outlook, Excel, PPT, Word)	✓				
Knowledge of design / editing tools eg Canva, Adobe Suite (InDesign, Photoshop, Premiere Pro)	✓				
Video shooting and editing experience		✓			
Skills					
Excellent communication skills, both written and verbal	✓				
Excellent grammar and copywriting skills	✓				
Excellent interpersonal skills	✓				
Ability to work independently	✓				
Empathy and ability to engage effectively with a range of different individuals, from clients, colleagues to suppliers and business people	✓				
Ability to use digital technology to improve communication	✓				
Ability to work well as part of a team	✓				
Other attributes					
Active interest in and knowledge of digital marketing	✓				
Active interest in and knowledge of current affairs		✓			
Willingness to work out of hours, normally by arrangement	✓				
Initiative and self-reliance	✓				
Current driving licence		✓			

Key:

AF Application form

IT Interview or test

R References

Shooting Star
17th November 2023