



Document: Graduate Digital Marketing Executive

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A Wonderful Job Description:

Graduate Digital Marketing Executive

Agency Overview:

Wonderful is an award-winning agency that is built on trusted reputation and superior digital and creative services for Start-Ups, SME's, large corporate organisations and government clients. We have worked with big brands such as Diageo, Mind, Glaucoma UK, Kiddylicious, RBLI, Menzies, Wahl, DerbySoft, KLM, Dreamland, Slush Puppie & Pizza Express to name a few!

Wonderful is renowned for providing game-changing creative solutions that deliver results and business growth.

Our company culture and ethos are important in who we are and what we deliver. Our values of Clarity, Collaboration and Growth drive our continual desire to grow and improve, creating the environment that empowers and challenges our Wonderful people to do great work.

Working for Wonderful doesn't put you in a box. You'll also have the ability to impact wider parts of the business; contribute to departmental knowledge sharing; as well as getting involved with the Wonderful Foundation, our charitable arm, delivering support & funding to those in need through team activities and campaigns.

Whilst we believe the best work happens when we collaborate in person, we do offer a hybrid-working policy which takes full advantage of the technologies, systems and processes which underpin our operations. Our new HQ at The WonderHub, in Maidstone, is a vibrant, yet professional working environment in a great location with excellent amenities including kitchens, showers and breakout spaces (as well as the obligatory agency drinks fridge & table tennis table).

Job Description:

We are looking for a confident Graduate Digital Marketing Executive with a genuine passion for technology and marketing to assist in the execution and optimization of our online marketing efforts for our wide range of clients.

The successful candidate will be required to work as part of the digital team and will focus upon a range of digital disciplines including SEO, PPC, Creative, Content, E-Mail, Social, CRM and Analytics, with huge scope for development and learning with support from the Senior Digital Marketing Exec and Head of Digital. Understanding & drawing insight from the data behind the results of these activities is also an advantage.

Your collaborative ethos will enable you to work closely with other members of the digital and tech teams to develop impactful solutions. You will need to be a problem solver and a great

communicator, and to be able to work in a very fast paced environment. No day will be exactly the same, so excellent time management will enable you to deliver everything from blog content optimised for digital to social media schedules and ad copy.

From our Head of Digital:

“This is a hugely exciting role for a fresh, talented graduate to start their digital journey and develop their skills in a fast-growing agency. I’m looking for someone who’s graduated in marketing, digital, or advertising, ideally with some hands-on digital experience in some (or all) of the main disciplines. You’ll also need to have an appetite to learn and grow. A legitimate interest in, or passion for, digital marketing is a huge advantage. Being a “people person” and a strong communicator really helps in this role, too.”

We are looking for team members that are interested in a long-term career with Wonderful, and want to learn and grow with us. If you think you could achieve the goals set out in this role and would enjoy the work we do we encourage you to apply regardless of your background. We have an extensive interview process that may include completing tasks and getting to know your potential colleagues that will allow you to experience our culture first hand.

Duties may vary from time to time without changing the nature of the post or the level of responsibility. The post holder may also be required to carry out any other duties as required by their line manager.

Core activities:

- Collaborative input on SEO, PPC, Creative, Content, E-Mail, Social and CRM strategies.
- On-Site SEO - Ability to understand SEO audits and keyword research to implement a number of on-site remedial activities such as creation of optimised meta data & alt tags, internal link building, and expansion of on-page content, with the aim of the page or site ranking well on search engines.
- Social Media - Helping clients to develop a distinct online presence through social media channels such as Facebook, Twitter, YouTube and Instagram by researching, planning & strategically scheduling content accordingly. Some community management may also be required for some clients.
- PPC/Paid Social Advertising - contributing to campaign planning, audience segmentation, ad copy / imagery and bids/budget optimisations with the wider team.
- Content creation - Coordinate and create compelling, search engine optimised written content such as blogs, articles and press releases for use across relevant channels, working with the wider team. Occasional graphic design / creative outputs may also be needed (with support from our design team as required).
- Liaise with other team members and account managers to ensure client strategies are being delivered.
- Stay up-to-date with digital media developments

- Provide creative ideas for content marketing and update website
- Collaborate with designers to improve user experience
- Measure performance of digital marketing efforts using a variety of Web analytics tools (Google Analytics, WebTrends etc. as well as OmniBI)

Core Requirements:

- Degree-level qualification or higher in Marketing, Digital, or Technology disciplines.
- Google Fundamentals of Digital Marketing qualifications (and above) desirable
- SEO and Paid Media qualifications (SEMRush, CIM, IDM) also an advantage.
- Excellent understanding of digital marketing concepts and best practice, staying up-to-date with digital media developments.
- Experience with social media, both organic and paid
- Experience with Google Analytics, Adwords
- Experience with email campaigns and CRM, particularly HubSpot, also an advantage
- Report on web performance metrics & analyse digital campaign success.
- Monitor ROI and KPIs & provide insight through OmniBI.
- Graphic Design / Adobe Suite (Photoshop, Illustrator, Premiere, After Effects) experience an advantage.
- Confident, dynamic, ambitious and creative & able to act quickly on new ideas.
- An ability to multitask and perform under tight deadlines
- Strong verbal and written communication skills

Benefits:

- 23 days holiday per year
- 3 additional volunteering days per year
- Company pension
- £500 training budget per year
- £300 technology budget
- Employee perks scheme including rewards, bonuses, discounts, freebies, health & wellbeing offerings and more
- Regular team events & away days
- Flexible Working policy - 2 days working at The WonderHub, our modern town-centre studio & co-working space, with the remainder remote/from home as you choose.
- Parking allowance

Salary range:

We are offering a competitive starting salary of £20,000-£24,000 per annum based on experience.

To apply for this role please send in your CV, covering letter and any supporting material to recruitment@bewonderful.co.uk