

JOB DESCRIPTION

DIGITAL MARKETING ASSISTANT

IS IT A ROLE FOR YOU?

The role is an exciting opportunity for an individual looking for a fast-growing, friendly environment which supports personal development and is open to ideas.

You will play a supporting role to our digital team in the delivery of digital marketing activity for our clients.

Working alongside our digital strategist, you will be involved with all elements of our digital marketing, focusing on production and execution of our clients' digital strategies. You will also be given the support to develop your existing capabilities in managing all aspects of digital marketing with particular reference to developing core and advanced digital skills.

This role would suit someone with around 1-3 years of digital marketing experience, who can show competency and experience in some of the areas listed within the 'skills, competencies and experience' section below. You will be a clear and natural communicator and a positive, motivated self-starter who isn't afraid to get stuck in. Creativity is always encouraged and you will have the opportunity to feed into our client campaigns and ideas.

The successful applicant will bring with their experience a desire to further their skills in the areas they are less familiar with and to help the continued growth of ClientsFirst.

ARE WE RIGHT FOR YOU?

We're a growth marketing agency based in Macclesfield. Our focus is on the B2B and professional services sectors with a digital bias - although we're also pretty good at branding and traditional design! We're known for delivering great work across online and offline channels. We're HubSpot Platinum partners, always looking to improve. We are highly ambitious and are always looking to be at the forefront of our industry. By joining ClientsFirst, you'll be joining a like minded team who are focused on building an agency that wins clients through reputation.

RESPONSIBILITIES

- Developing end to end digital campaigns
- Using CMS platforms to develop landing pages and website pages
- Managing and collating client reports or feeding into reports being collated by others
- Analysing data and interpreting analytics to spot opportunities, campaign strengths and weaknesses, optimisation points and narratives within client campaigns
- Utilising Google ads & paid social media advertising (LinkedIn and Facebook in particular) to deliver strong, measurable growth for clients
- Building automation workflows and processes
- Running A/B testing across digital assets
- Managing the technical support inbox for our MailFirst and Hubspot clients
- Being one of the in-house experts on our main CRM / CMS platform, HubSpot
- Email marketing activity, including mocking up MailFirst Managed Newsletters and client mailers
- Undertaking SEO activity, including:
 - ◆ Creating SEO strategies and action points, scoping and quoting for required work with customer success managers, assessing and creating the same for Stage 2, Stage 3, Stage 4, etc, of mature SEO projects
 - ◆ Keyword research
 - ◆ SEO audit completion and delivery of follow-on actions
 - ◆ On-page modifications
 - ◆ Link building using a strong moral approach
 - ◆ Outreach

COMPETENCIES AND EXPERIENCE

- Proven digital marketing skills in **at least one** of the following areas:
 - ◆ Email Marketing
 - ◆ SEO (auditing, technical, link building and/or on-page)
 - ◆ Analysis, analytics and interpretation, reporting
 - ◆ Use of any of the following systems, including: SEMrush, DotDigital, HubSpot, Google marketing suite (analytics, tag manager etc...)
 - ◆ Automation and workflow building
 - ◆ Experience running PPC campaigns through Google Adwords, Facebook or LinkedIn
- Minimum 1 year of digital marketing experience within a business or agency
- Detail oriented
- Motivated, goal oriented, persistent
- High level of initiative and strong team player
- Desire to learn and grow in the role and beyond
- Excellent written and oral communication skills
- Able to work well in stressful situations and with deadline pressures
- Able to plan and carry out responsibilities with minimal direction
- Excellent command of the English language
- Excellent organisational skills
- Educated to undergraduate degree level is preferable but candidates who can show the above skills, competencies and experiences will not be ruled out on the basis of qualifications alone
- Previous experience in a B2B agency is desirable
- Experience in following processes and procedures
- Experience of working with HubSpot or a similar modern CRM system

Hours - Full time **Salary** - based on experience: £18,000 - £23,000

Location - Anywhere