

Job Description:   
Digital Marketing Executive

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| Function: | | | Marketing | | | | | | |
| Position: | | | Digital Marketing Executive – Bateaux London & Bateaux Windsor | | | | | | |
| Job holder: | | | n/a new role | | | | | | |
| Date (in job since): | | | August 2017 | | | | | | |
| Immediate manager  (N+1 Job title and name): | | | Gareth Brown, Marketing Manager | | | | | | |
| Additional reporting line to: | | | Samantha Hart, Sales & Marketing Director | | | | | | |
| Position location: | | | Bateaux London, Embankment Pier | | | | | | |
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| 1. Purpose of the Job – State concisely the aim of the job. | | | | | | | | | |
| * Managing all digital marketing channels (PPC, SEO, AWIN, paid social) in line with the marketing strategy for Bateaux London and Bateaux Windsor. The role requires a highly technical and methodical approach to managing and creating highly targeted content that converts into transactional conversions and warm enquiries. Reporting on campaign performance will be a large part of the role and using data to adapt to changes will be essential. | | | | | | | | | |
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| 2. Dimensions – Point out the main figures / indicators to give some insight on the “volumes” managed by the position and/or the activity of the Department. | | | | | | | | | |
| Revenue FY17: | £2.1m | Bateaux London | | 75% | Affiliates:  Grow by 15% | £180,000.00 | SEO/CRO  Overall tasking | 40% | |
| Bateaux Windsor | | 25% |
|  | |  | PPC:  Grow by 20% | 1.2m first click conversion value | Organic:  Grow by 40% | £1.4m | |
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| 3. Organisation chart – Indicate schematically the position of the job within the organisation. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated. |
| Digital Marketing Executive  Marketing Manager  Director of Sales and Marketing |

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| **4. Context and main issues** – Describe the most difficult types of problems the jobholder has to face (internal or external to Sodexo) and/or the regulations, guidelines, practices that are to be adhered to. |
| * Analyzing a wealth of data * High level of attention to detail * Cultivating a strong network of online affiliates and third party partners * Accurate and responsive reporting of digital performance * Thorough keyword research and competitor analysis * Managing several PPC accounts and making big adjustments to ensure strong CPA and ECR * Highly targeted paid social ads for conversion, engagement and impression campaigns |

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| 5. Main assignments – Indicate the main activities / duties to be conducted in the job. |
| * Sourcing and qualifying affiliates * Creating targeted offers and incentives/rewards schemed for affiliates * Managing several PPC accounts, adjusting bids on campaigns * Created targeted social ad campaigns * Daily analysis and optimisation across all accounts * Daily/weekly/monthly reporting on digital performance * Liaising with suppliers and marketing team * Staying updated on and responding to digital trends * Finding and attending relevant training sessions * Tracking setup and maintenance (including tracking codes generation, goals and funnels setup) * Extremely analytical with high levels of numeracy * Work with designers and marketing team to create content as marketing tools for all digital content * Representing Bateaux brand and Sodexo throughout |
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| 6. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities. |
| * Liaising with affiliate partners to ensure a full programme of activity and looking after the day to day running of affiliates * Keyword research and competitor analysis * Using data and insight to lead your thinking and drive business change, defining key metrics and KPIs and leveraging data to demonstrate the success of digital activity * Continually optimise and test to drive better return on spend, through development of the creative and commercial strategies * Ensuring all digital activity is working in conjunctions with each other (and other marketing channels) and with limited cannibalisation |

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| 7. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively |
| Essential   * A minimum of 3 years’ experience in a digital marketing role(s) is required; preferably with experience in B2C and B2B marketing. * Knowledge of emerging trends and issues in the digital world (including GDPR) are essential * Display ads experience * Experience managing social paid ad campaigns * Managing affiliates channel(s) experience * Search experience * Reporting experience (excellent knowledge of Google AdWords, Bing Ads, Google Analytics) * Advanced Excel skills * Experience with CMS, adding and reviewing keywords and metatags * Experience working on a mobile-responsive, ecommerce website with functioning API   Desirable   * Experience using other report tools including Response Tap and Brandwatch * Experience with SMS and e-marketing * Experience working in the hospitality and travel sectors * An understanding of Bateaux London, Bateaux Windsor and Sodexo Ltd |

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| 8. Competencies – Indicate which of the Sodexo core competencies and any professional competencies that the role requires |
| |  |  | | --- | --- | | * Innovation and Change | * Drive to win | | * Rigorous management of results |  | | * Commercial Awareness |  | | * Attention to detail |  | | * Numerical |  | |  |  | |

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| 9. Management Approval – To be completed by document owner |
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