

Digital Marketing Executive

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Company: Chronos Consulting

Location: United Kingdom

Category: other-general

Job Description

Digital Marketing Executive

South West London

Our Client have a great opportunity for a Digital Marketing Executive to join a well-known and established brand. Working as part of a growing team and reporting to the eCommerce Trading Manager you'll enjoy a busy, rewarding and fulfilling role with responsibility and involvement in helping grow the iconic British brand.

This is an exciting time to join our eCommerce team.

Role Responsibilities

To support the eCommerce Trading Manager with implementing the digital marketing strategy for Emails, Instagram and Facebook.

Plan and execute social media on a daily basis.

Manage the build, testing, scheduling and deployment of all email marketing.

Liaise with the Digital Design team to create and develop content in line with the brand guide and commercial focus of the email or social post.

Liaise with Merchandise teams to understand trade focus and product launches.

Assist with the planning and execution of the digital marketing calendar.

Report on weekly and monthly digital marketing performance and provide recommendations on future opportunities and learning's.

Respond to customer queries online all Social Channels and liaise back with the Customer Service team to find a satisfactory outcome

Skills & Experience

Minimum 2-3 years' experience with digital marketing in a fashion environment, specifically Instagram, Facebook and Email marketing

Knowledge of Google Analytics, Facebook Business Manager and Mailchimp / Mapp Highly numerate and analytical with great attention to detail and a systematic approach to testing functionality and performance

Excellent organisational skills including prioritising and multi-tasking

Excellent team player, with a willingness to learn and acquire new skills

Interested?

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