

United Kingdom Jobs Expertini®

Digital Marketing Manager

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Company: Evermore Global

Location: London Area

Category: other-general

Digital Marketing Manager / Performance / Google Ads / Location: Central London Salary: £35,000 - £70,000 + benefits Permanent Currently recruiting for a leading agency client who are expanding their team at various levels from executive to manager (hence the wide salary banding). Ideal candidate will have client facing capabilities and a focus on performance such as campaign optimisation, strong experience with Google/Meta Ads and exposure to areas such as A/B testing and CRO. Please apply for more information on the client and full JD. Responsibilities / Essential Skills Performance marketing and/ or e-commerce campaign experience Strong technical platform experience across Google Ads, Google Analytics and Meta A solid understanding of data and the ability to turn data into actionable insights Management of programmatic display campaigns via third party Identify opportunities for Conversion Rate Optimisation on a daily basis Recommend allocations of budget wisely across campaigns and platforms Turn data observations into actionable insights Propose and run A/B tests of creative/ landing page changes Strong Google Advertising Suite, Facebook Business Manager skills Demonstrated working experience in a performance Digital Marketing role

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