

Senior Digital Marketing Executive

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Company: Forward Role

Location: Manchester

Category: business-and-financial-operations

Senior Digital Marketing Executive (Part Time)/ Hybrid Working/ Manchester/ 35-38k Pro-rata

Transforming Tomorrow's Finance, One Click at a Time!

Are you passionate about digital marketing and ready to make a meaningful impact in the financial services sector? An exciting opportunity awaits you! I am seeking a talented Senior Digital Marketing Executive to join this team on a part-time basis.

Who do they do? They're a financial services brand with a rich heritage, deeply rooted in serving our community. From savings plans to investments and life insurance, they're committed to providing top-tier financial solutions with a personal touch.

What Sets them Apart? At this organisation, they value people above all else so joining means becoming part of the core values. Your role isn't just a job – it's a chance to shape our future, contribute to a workplace that listens, values diverse perspectives, and puts people first.

Are You Up for the Challenge yet?

As their Senior Digital Marketing Executive, you'll play a pivotal role in driving growth and engagement across various digital channels.

Key Responsibilities:

Identify customer touchpoints and enhance end-to-end digital customer experiences.

Develop and execute digital marketing strategies to generate leads.

Create compelling landing pages to boost campaign conversion rates.

Implement SEO best practices and stay updated on modern web technologies.

Track key performance metrics, including website traffic and ad performance.

Execute targeted PPC, display, and social media campaigns for optimal results.

Manage organic social media activities and budget allocation.

Foster relationships with digital agencies.

What You Need:

3 years of proven experience in digital marketing or similar role.

Strong grasp of marketing principles, digital channels, and tools.

Google Analytics experience.

Ability to analyse data and drive actionable insights.

Experience with budget tracking and reporting.

Ready to make a difference? Apply now and become a vital part of their journey towards financial empowerment and prosperity!

Email:

As an industry leading, nationwide Marketing, Digital, Analytics, IT and Design recruitment agency, we are continually receiving new assignments to work on, so keep a close eye on our website, Facebook, LinkedIn and Twitter pages for a full list of current permanent and interim opportunities as well as marketplace news and fun stuff.

Forward Role is operating as an employment agency.

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Cross References and Citations:

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3. [Senior Digital Marketing Executive](#)[Muscatjobs](#) [Jobs Manchester](#)[Muscatjobs](#) ↗
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