



Role: Digital Marketing Executive

Based: Huddersfield

Contact [Lisa Stairs](#) : 01932 428375

Salary: £25k - £30k

Hours: 39.5

Department Commercial

Are you passionate about marketing products online?

If your answers are yes then please keep reading.....

My client whom are one of the fastest growing independent online retailers is looking for an innovative Digital Marketing Executive to join their busy and proactive team.

If you are a talented and creative Digital Marketing Executive, who has the ability to take full control of one of our busy websites with your goal being to increase product sales and improve conversion, through developing and introducing creative ways to promote the products online, with the objective being *"making it easier for our customers to buy from us"* then this role is for you.

As a Digital Marketing Executive, you'll have the ability to use marketing tools and techniques to drive sales. Working closely with our traffic team to bring in cost-effective traffic, the sales and customer services teams to encourage repeat business, the ecommerce team to create new features and tools, and the category manager to find out which product deals and services to promote.

The Client: is a dynamic, creative and innovative company, investing heavily in eCommerce. They have six well-recognised online brands which is what makes them the success that we are. These are mostly electronic products or hard services related, and to top that off we also run website solutions for two of the country's largest retailers.

What's involved in this role: Working as a Digital Marketing Executive we really want you to have autonomy, so you'll get to completely own their HVAC website and any elements our websites relating to this category. The role's all about making sure the websites and all marketing channels are used to increase sales and conversion rates. You really must think like a customer and come up with engaging content, develop marketing promotions and use creative marketing techniques to excite our customers about our products.

We want you to improve the customer journey, which you should do by monitoring the journey on all channels, reviewing activity and traffic, and utilising all space on the website to its upmost. You'll of course need to review our competitors and recommend new products to improve our customer experience.

What we need? If you've got previous digital marketing experience, as well as being a creative thinker. As you'd expect it's so important to us that you understand what's important about a product to make sure you focus on the right benefits, and put the right spin on it for our customers. We want to see you if you're excited by the opportunity of developing the role to give you additional autonomy.

Key skills:

Digital Marketing knowledge and experience



Strong commercial background

Excellent understanding of online sales.

Analytical, and has strong numerical skills.