**JOB DESCRIPTION**

**Job Title:** Digital Marketing Executive (Retail)

**Department:** Marketing (Retail)

**Reporting to:** Contact Centre Manager

**Role Summary**

The Digital Marketing Executive will focus purely on our retail marketing strategy with a focus on creating content and communications which make an impact with our key target audiences. The role will focus on product launches, marketing campaigns, marketing communications and our retail social media strategy.

**Key Duties & Responsibilities**

* Create and develop a marketing strategy in line with our retail brand guidelines and wider marketing messages to maximise brand awareness and increase sales.
* Create a compelling social and blog content plan for retail, specifically our Reign brand, for our social channels and the web site, measuring and reporting on the impact using Facebook Insights, Twitter Analytics, Google Analytics etc, suggestion improvements, where needed
* Edit and redesign webpage formats to improve overall presentation of our PC range
* Create, upload, and modify webpage banners and landing pages for new or promotional products
* Seek opportunities to work with vendors, brands, influencers, and our brand ambassadors to enhance our position in the retail market
* Maintaining search optimisation of our retail web pages, creating a strategy for steadily increasing number of relevant visitors
* Regular production of high-quality and engaging photo and video content for our PC Gaming audience, working with external suppliers to produce this, where required
* Supporting campaigns for new and promotional products, evaluating the effectiveness of each campaign marketed
* Maximising opportunities to raise the profile of the brand with the relevant target audience
* Review, plan and implement future strategies and campaigns based on the effectiveness of past/present marketing activity
* Liaise with the wider marketing team to maximise the digital marketing strategy
* Report monthly on the quantity of marketing activity and effectiveness, suggestion ways to keep on improving our reach
* Attend departmental and company meetings.
* Maintain safe working practices whilst undertaking your working duties at all times. Maintain the highest level of good housekeeping in the office.
* Undertake any other reasonable tasks as directed by line management.
* Work flexibly and be receptive and adaptable to a changing environment within a fast-paced Company.

This list is not an exhaustive list of duties, and you may be liable to undertake such duties as may be reasonably required of you that are within your capability.

**PERSON SPECIFICATION**

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| Criteria | Essential/Desirable |
| Experience   1. Experience in a similar role, creating marketing plans and reporting on effectiveness 2. Experience with creating and managing social media content 3. Web design / editing 4. Filming, editing and colour correcting videos and photos. | E  D  E  D |
| Skills   1. Competent with all Adobe suit programs 2. Able to write clear and informative blog posts 3. Strong written communication skills – with the ability to connect with our retail target audience 4. A good understanding of audience segmentation | D  E  E  E |
| Education / Training / Qualifications   1. Marketing qualifications, ideally apprenticeship or degree 2. Accredited Adobe Suit qualifications 3. Training on marketing analytics | D  D  D |
| Values   1. A passion to drive, Quality, Urgency, Efficiency, Support and Trust 2. A keen interest in the PC/Gaming marketplace 3. Collaborative working – enjoys ensuring retail marketing strategy aligns to the wider marketing messages of the business | E  E  E |