



Digital Marketing Specialist (SEO & Social)

Reporting to: Managing Director

Who We Are

Established in 1988, we're an advertising, design, and digital agency based in West Oxfordshire. Our talented team of creative thinkers, strategists, and technical experts deliver everything from single web projects to full-scale marketing support across multiple channels.

We pride ourselves on building strong, long-term relationships, delivering innovative solutions, and maintaining exceptionally high standards in everything we do.

Our collaborative approach means we work seamlessly across creative, digital, and account management teams to produce outstanding results that help our clients thrive.

About the Role

We are looking for an experienced **Digital Marketing Specialist** to lead SEO and social media strategy within our busy full-service advertising, design and marketing agency.

This is a hands-on senior role focused on SEO ownership, paid social advertising, content creation, and digital project management across a wide variety of client accounts. You will play a pivotal part in the delivery of high-performing digital work and will work closely with our designers, developers and wider digital team.

The ideal candidate will come from a fast-paced agency environment or be ready to bring strong digital marketing skills to an agency setting. You will be confident operating autonomously across multiple clients and disciplines.

Key Responsibilities

SEO Leadership (Primary Function)

- Develop and implement SEO strategies aligned with client objectives.
- Implement SEO on live web sites.
- Perform keyword research, competitor analysis, and SEO audits.
- Optimise website content, metadata, site structure and landing pages.
- Produce or brief high-quality SEO-driven content.
- Collaborate with the Web Developer on technical SEO improvements.
- Monitor performance, rankings and organic traffic.
- Produce clear and insightful monthly client reports and recommendations.
- Maintain up-to-date knowledge of algorithm changes and industry trends.

Paid & Organic Social Media and Digital Advertising

- Lead on paid social and digital ad campaigns (Meta, LinkedIn, Indeed, etc.), providing mentorship to Digital Marketing & Social Media Executives.
- Support organic content planning, scheduling and engagement.
- Analyse performance and make data-driven recommendations.

Content Creation & Copy Writing

- Write engaging and SEO-driven copy for blogs, landing pages, websites, and social campaigns and support Digital Marketing & Social Media Executives.
- Edit and refine content produced by other team members to ensure quality and consistency.
- Maintain brand tone of voice across all digital channels.

Email Marketing

- Lead on email marketing strategy, including segmentation, automation and optimisation.
- Oversee creation, testing and performance reporting of email campaigns.

Digital Project Management

- Own and manage digital projects from brief to completion.
- Manage tasks, workflows and team coordination in Asana, ensuring accurate project tracking.
- Collaborate with Account Managers to understand client needs and project scopes.
- Create timelines, manage tasks and ensure deadlines are met.
- Coordinate with developers, designers and external stakeholders.
- Ensure all deliverables meet agency standards before client delivery.

Analytics & Reporting

- Analyse digital performance using tools such as Google Analytics, Search Console and social media insights.
- Report on campaign outcomes with clear recommendations for improvement.
- Use data to guide decisions and validate strategy.

Skills and Experience required

- 5+ years' experience in digital marketing.
- Strong, demonstrable experience in SEO strategy and delivery.
- Experience managing paid social advertising campaigns end-to-end.
- Excellent copywriting and content optimisation skills.
- Strong understanding of digital platforms, analytics tools and SEO software.
- Excellent organisational skills with the ability to juggle multiple projects.



- Confident communicator with experience presenting strategies and results to clients.
- Proactive, self-motivated, and comfortable taking ownership of work.

Desirable (not essential)

- Experience working in an agency setting.
- Experience in managing paid social media campaigns, end to end.
- Experience with PPC platforms (Google Ads).
- Basic understanding of HTML, CMS platforms (e.g., WordPress), or UX principles.
- Experience working with creative and development teams.

What We Offer

- A supportive and collaborative environment.
- The opportunity to lead key digital channels and work on a variety of brands.
- Professional development opportunities and ongoing industry training.
- A fast-paced, creative agency environment where your ideas are valued.

Hours & Hybrid Working

We believe that great things happen when people connect face-to-face, collaborate in real time, and feel part of a supportive team. That's why we work in person three days a week, with the flexibility to work from home or remotely for the remaining two days.

New team members usually complete an agreed probationary period, during which time office based working patterns are agreed to support a smooth onboarding experience. Once probation is successfully completed, the successful candidate will be able to make full use of our balanced hybrid working model.

To make this work well, it is important that candidates live within a commutable distance of our office to attend in person a minimum three days per week.

Due to the location of our office at Blenheim Palace Sawmills, OX29 8ET, it is essential that candidates can drive or have reliable transport, as the site is not serviced by public transport.

This role is offered as a permanent, fixed-term contract, working 36.5 hours per week.

- Monday – Wednesday 9.00am – 5.30pm
- Thursday – Friday 9.00am – 5.00pm
- 1 hour lunch
- 25 days p.a. holiday plus UK Bank Holidays

(3 holiday days are required to be taken between Christmas and New Year)

Benefits

- Company healthcare scheme*
- Pension scheme
- Day off for your birthday
- Annual bonus based on company profit*
- Personal development and career growth
- Free parking
- Rural location
- Shower facilities
- Social events
- Plenty of tea, coffee and cake

** Subject to completion of a successful probationary period and terms and conditions of employment contract.*

Salary

£36,000 - £40,000 depending on experience.

To Apply

Please email your C.V, covering letter and examples of your work to:
kelly@adsoxford.co.uk