



Social Media & Digital Marketing Executive

Reporting to: Social Media Marketing Manager

Who We Are

We are a full-service creative, design and digital advertising agency based in West Oxfordshire. We have recently celebrated 35 years in business and work with an array of clients, from aspiring start-ups to international brands across a wide range of sectors.

The Role

Digital is at the core of everything we do, for our clients and ourselves. We're looking for a passionate and enthusiastic digital marketer, eager to learn in an exciting and varied, social media and digital marketing role.

You'll be conscientious and hard-working with a will to succeed. We're not looking for masses of experience as training and development will be provided, but what we would like to see is passion for all things social, digital and the ambition to learn.

Ideally, you'll combine creativity and analysis to help recommend the best use of social media platforms to support integrated marketing campaigns for multiple clients and help our clients reach their customers in new and interesting ways.

Supported by the Social Media Marketing Manager and the digital team, you'll be working with a wide range of fantastic clients on exciting and rewarding social media campaigns and digital marketing projects.

You'll need a hands-on, can-do approach and will have an interest in the latest digital developments and trends. You will implement, report on, and optimise multiple campaigns across social media, websites, digital advertising, and e-shot platforms.

It's important you can multi-task, as no two days are ever the same and you will be working on a range of clients, simultaneously.

Attention to detail is essential, the content we create, and deliver is on behalf of our valued clients and needs to be exceptional.

Responsibilities

- Working closely with the digital team you will create captivating social media content and growth strategies that drive measurable results for a range of clients.
- Making recommendations on client budget allocations across all social media channels.
- Buying, implementing, and managing paid social media campaigns for multiple clients. Ability and experience to analyse performance and provide recommendations to improve ROI.



- Generate and comment on monthly reports to illustrate campaign ROI and performance.
- Create, deliver, and report on e-shot campaigns for clients (using Mailchimp).
- Working closely with graphic design, digital and account management teams to ensure that client's expectations are exceeded.
- Design graphics and edit photographs for use online (using Adobe Creative Cloud, Photoshop, and InDesign).
- Update client websites (mainly using WordPress).

Requirements

- Passion and enthusiasm for all things social media and digital.
- Minimum 1-2 years' experience working in a social media / digital marketing role, ideally managing multiple accounts simultaneously, within a marketing or digital agency environment, but not essential as training and development will be provided.
- Knowledge of the digital media landscape and an understanding of the role social media plays in integrated marketing campaigns.
- Experience desired and knowledge essential of MailChimp and similar e-shot platforms.
- Knowledge of Google Analytics and WordPress.
- Experience of planning, executing, and managing multiple social media campaigns.
- An organised approach with excellent attention to detail.
- Ability to multi-task and prioritise workload as you will be working on multiple clients, simultaneously.
- Personable and approachable with excellent communication skills.
- A fast learner with an ambition to progress and develop
- Excellent communication skills, both written and verbal

Hours

This is a full time, predominantly office-based, permanent position but hybrid working would be considered for the right candidate on completion of a successful probation period. Working hours are:

- 9.00am – 5.30pm Monday, Tuesday, Wednesday
- 9.00am – 5.00pm Thursday & Friday
- 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

- Birthday day off
- 25 days holiday per annum, plus UK Bank Holidays
- Company healthcare scheme
- Pension scheme
- Annual bonus based on company profit
- Personal development and career growth
- Regular social events
- Modern agency environment
- Excellent location with ample parking

All subject to completion of a successful 6-month probationary period and terms and conditions of employment contract.

Salary

£23,000 - £26,000 depending on experience

To Apply

Please email your CV and covering letter to Reece Lynn, Social Media Marketing Manager
reece@adsoxford.co.uk