



Social Media & Digital Marketing Executive

Reporting to: Social Media Manager

Who We Are

We're a full-service creative, advertising, design and digital agency based in West Oxfordshire. In 2024, we celebrate 36 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 ourselves and for our clients. 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 looking for 1-2 years minimum experience and will support you with ongoing training and development. You will be passionate and curious for all things digital and have an ambition and hunger 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 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 optimize 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.

A demonstrative knowledge of grammar and close attention to detail is essential, the content we create, and deliver is on behalf of our valued clients.

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 all paid social media campaigns for multiple clients.
- Generate 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 working on 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.
- Excellent grammar and spelling.
- Ability to multitask 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.

Hours:

- This is a full time, permanent position, hours are:
9.00am – 5.30pm Monday – Wednesday
9.00am – 5.00pm Thursday – Friday
- Optional hybrid working is offered on a 3-day office, 2-day remote basis.
- 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
- Annual bonus based on company profit
- Personal development and career growth
- Regular social events
- Modern agency environment
- Excellent location with ample parking

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

Salary:

£23,000 - £27,000 depending on experience.

To apply:

Email C.V and covering letter to Reece Lynn, Social Media Manager
reece@adsoxford.co.uk