



## Job Description

<b>Post</b>	Digital Marketing and Paid Media Executive
	35 hours per week 52 weeks per year Competitive salary depending on experience + Hybrid working + Flexible hours
<b>Department</b>	Marketing
<b>Offices</b>	Ashford (Kent) and Leighton Buzzard
<b>Accountable to</b>	Managing Directors and Head of Product Delivery

Are you prepared to become a part of our dynamic and innovative team? Do you frequently find yourself thinking and generating ideas outside of the box? Then, you are ready for Warp Design. Our mission is to transform our client's online presence and ensure their businesses thrive in the digital world.

As a Digital Marketing and Paid Media Executive, you will be at the forefront of our exciting projects, collaborating with our talented designers and developers to create impactful marketing, SEO and paid media strategies. Your strategic thinking and creative flair will be instrumental in helping our clients achieve their goals and stand out in the competitive online landscape.

In this role, you will work closely with our Managing Directors and Head of Project Delivery, contributing to the growth and success of our agency. Your expertise in digital marketing, SEO and paid media will be crucial in developing and implementing strategic plans that drive results for our diverse range of clients.

But that's not all! At Warp Design, we are not afraid to dream big. With our ambitious plans for the future, you will be part of an agency that is constantly evolving and expanding by growing our team, client base, and internal skill sets. Additionally, we are developing cutting-edge products and packages that will transform how our clients engage with their target audience.

Join our close-knit team of passionate professionals who are dedicated to making a difference in the digital world. If you are ready to unleash your creativity, drive tangible results, and be part of an agency that is shaping the future of digital marketing, then we want to hear from you. Apply now, and let's take this next step together.

**To apply email your CV and cover letter to [Email hireme@warp-design.co.uk](mailto:hireme@warp-design.co.uk)**

<b>Purpose of the job</b>	<p>The post holder will be responsible for working strategically and directly with clients to devise the best marketing strategy, paid media, SEO and PPC solution for them! This is a hands-on position with plenty of room for innovation and creativity; the role holder will be required to both think strategically and get stuck in with delivering projects across Facebook ads, LinkedIn ads, Instagram ads and Google ads.</p> <p>This role is pivotal to ensuring our clients remain relevant, competitive and visible online. Working in partnership with the Senior Team the role holder will be responsible for managing their own workflow, innovation and development of strategies from concept through to launch. The post holder must be focused, committed and have the drive to see the company succeed.</p> <p>The role will quickly become a crucial function within the agency, helping to increase turnover and will lead to the expansion of the role to manage a Marketing Team. The role holder must be confident in communicating with clients, team members and senior managers alike. As well as being able to bring new ideas to the table they must be able to take on and react positively to feedback in order to achieve the best outcome.</p>
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<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>● Create client marketing plans with your expert knowledge of marketing and paid media platforms</li> <li>● Forming effective paid search strategies for the clients</li> <li>● Implementing SEO strategies for clients</li> <li>● Creating and running paid ad and social media campaigns</li> <li>● Contributing to pitches with new and engaging ways to take advantage of paid media to grow businesses</li> <li>● Lead / attend face to face and digital client meetings as required</li> <li>● Optimising live campaigns of current clients to improve conversion metrics</li> <li>● Use reporting software to produce reports for clients with clear actionable takeaways or recommendations for growth through paid media</li> <li>● Working with the content writer to create relevant and captivating content</li> <li>● Manage time and workflow to ensure projects are delivered in a timely fashion.</li> </ul>
<b>Culture &amp; Ethos</b>	<ul style="list-style-type: none"> <li>● Maintain confidentiality inside and outside the workplace</li> <li>● Appreciate and support the role of other professionals</li> <li>● Support a positive and open culture within the company</li> <li>● Participate in training and other learning activities and performance development as required</li> <li>● It is expected that all staff work collaboratively as members of the Warp Design family to share good practice, resources, ideas and realise the company vision and aims</li> <li>● All staff should act with professional integrity at all times</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>● General administrative duties such as answering phones and emails</li> <li>● Build and maintaining excellent working relationships with teams across the organisation</li> <li>● Occasional other duties may be required</li> <li>● Attend daily stand up meetings</li> <li>● Work with colleagues to continually improve the department and its systems.</li> </ul>
<b>ICT</b>	<ul style="list-style-type: none"> <li>● It is expected that all staff respect the equipment they are using</li> <li>● Staff will be expected to utilise company equipment and not store files on their own cloud based or external hard-drives.</li> <li>● Security procedures must be followed when using ICT systems.</li> </ul>
<b>Health &amp; Safety</b>	<ul style="list-style-type: none"> <li>● Employees are required to work in compliance with Health &amp; Safety Policies and under the Health and Safety At Work Act 1974 (as amended), ensuring the safety of all parties they come into contact with, such as members of the public, in premises or sites controlled by the organisation.</li> </ul>

This is a great opportunity for someone with experience but we are also very happy to welcome those who may require training or development in some areas; having the right attitude is key.

The duties and responsibilities in this job description are not restrictive and the post-holder may be required to undertake any other duties that may be required from time to time. Any such duties should not, however, substantially change the general character of the post and will be relevant to the salary grade.

<b>Person Specification</b>				
Essential requirements should be demonstrated before appointment and maintained in post. Desirable elements should be developed and maintained once in post as needed				
<b>Qualifications</b>	<b>Essential</b>	<b>Desirable</b>	<b>Tested at Interview</b>	<b>Tested at application</b>
GCSE Maths and English or equivalent	X			X
Related qualification		X		X
<b>Experience</b>				
Experience of working in a strategic marketing role and Paid Media role	X		X	X
Experience of working in a Paid Media role	X		X	X
Relevant experience of planning and delivering on marketing campaigns	X			X
Knowledge and experience of SEO, best practice and SEO delivery	X		X	X
A good understanding of how to deal with constructive feedback	X		X	
Suitable experience of working with and pitching directly to clients		X	X	
<b>Knowledge</b>				
Knowledge and experience of using leading digital marketing tools and platforms. Such as but not limited to GA4, Tag Manager, Meta Ads, Remarketing, tracking pixels, Google Ads, Bing Ads, social media ads, B2B Strengths, Search Console, Google Merchant Centre and Product Feeds.	X	X	X	X
A good knowledge of best practice within marketing and paid media		X	X	X
A keen interest in digital marketing, design and current social trends.		X	X	X
Knowledge of SEO best practices	X	X	X	X
<b>Skills and Abilities</b>				
Ability to <i>operate effectively in a complex environment</i> , with the acumen to develop productive relationships with a range of people	X		X	X
Excellent <i>communication skills</i> , with the ability to relate to and communicate effectively with people at all levels	X		X	X
A skilled and committed user of IT, enabling efficiencies and improved service through the use of technology	X		X	
A firm commitment to standards of excellence, thoroughness, perseverance and good attention to detail	X		X	

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Sound judgement and ability to handle competing priorities and a challenging workload in a pressurised environment	X		X	
<b>Values &amp; Behaviours</b>				
Evidence of a personal commitment to <i>continuing professional development</i>	X		X	
A <i>commitment to equality of opportunity</i> ; someone who builds a culture of inclusivity and removes barriers to diversity	X		X	
A <i>team player</i> , who helps others build a successful team, celebrates others' success and supports others to achieve individual and team goals	X		X	

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