

## Job Specification

**Position:** GRADUATE TECHNICAL MARKETING EXECUTIVE

**Responsible To:** Online Marketing Manager

**Open To:** High calibre undergraduates and graduates (see below).

**Job Summary:** Working as part of the Online Marketing Department, you will use your IT, analytic and business skills in order to run one or more of the company's key revenue generating activities. Depending on your abilities, responsibilities may include tasks from running the company's email marketing campaigns, improvement of various customer journeys on company and affinity partner websites and quote systems (including Quotezone.co.uk , CompareNI.com and others) and pay per click marketing. Tasks may include:

- Planning, coding, executing and optimising email marketing campaigns to ensure maximum ROI and minimum unsubscribe rates
- Split and multivariate testing of different website landing pages and website forms to ensure maximum sales per website visit
- Creation and optimisation of pay per click marketing campaigns to ensure maximum ROI over customer lifetime and controlling a marketing spend in excess of £1M per annum.
- Updating the company websites as and when required with new content and ensuring such content generates maximum ROI per visitor
- Working with internal and external resources to ensure seamless integration of your work with other affected systems
- Applying your knowledge of SEO principles where relevant
- Working with internal and external resources to ensure seamless integration of your work with other affected systems
- Identifying ways to further enhance our email marketing and online product / feature offering by studying competitor practices and by using your initiative
- Negotiating and purchasing email data lists from agencies and brokers
- Monitoring and regularly reporting the effectiveness through KPIs

## Personal Specification

**Academic:** Honours Degree in a computing or technology related discipline (minimum 2:1, or predicted minimum 2:1 upon graduation) and 3 grade 'B's or above at A-Level are desirable, although not essential.

**Experience:**

- At least two years' experience with the majority of the following is desirable:
  - HTML / CSS / Javascript / Flash / Email Marketing
  - Analytical Split Testing / Multivariate Testing
  - Web Design / Development / Pay Per Click Marketing
- Good understanding of e-commerce systems
- Broad knowledge of relevant applications & systems & their interrelation
- Experience/use of content management systems desirable
- Previous project management experience desirable
- Applications from less experienced, but high calibre, graduates and undergraduates will also be considered.

**Capabilities:**

- ability to effectively implement, monitor and report on effectiveness of your work to relevant company groups and individuals
- ability to manage projects successfully against tight deadlines
- ability to work on your own or as part of a team
- excellent analytical and mathematical abilities

- able to use your initiative at all times in order to improve everything you do

**Personal Qualities:**

- Good interpersonal skills
- Articulate, ambitious, enthusiastic, responsible and thorough
- Attention to detail
- Good commercial acumen