

Job advert (Jan. 2018)

Senior Digital Account Manager

We are a leading Ipswich-based PR and digital agency with great team spirit where everyone is encouraged to flourish in their careers whilst making a valuable contribution to our business and our wider community.

We are looking for someone to lead and manage our digital service. The ideal candidate will be someone who obsesses with all things digital, loves technology and is a bit of a geek when it comes to looking at data.

The key responsibilities will be to support Genesis' digital PR offerings by:

- Managing and developing the Digital Marketing team (currently two staff).
- Managing all SEO and Paid Search accounts for clients.
- Developing, planning and managing SEO programmes of work, including reporting and evaluation.
- Developing, planning and managing online advertising campaigns using AdWords, Facebook and Twitter advertising, including reporting and evaluation.
- Preferably has experience in website UX design and analytics
- Carrying out analysis and evaluation using tools including Google Analytics, Moz, SEMrush, Google Optimise.
- Actively seeking out new digital opportunities that will grow existing clients and generate new customers.
- Challenging and seeking improvements to the overall digital customer journey and delivering an excellent customer experience to all.

Prior experience and skills required as follows:

- Digital marketing background within a similar role (agency or client side)
- SEO and digital advertising knowledge and experience (agency or client side)
- Previous experience of managing a team

Competitive salary based on experience plus annual bonus.

Apply now by emailing your CV with a covering letter to hello@genesispr.co.uk