

Senior Digital Marketing Executive - SEO/PPC/Paid Social/Analytics

Do you have a passion for creating digital marketing that gets results?

Are you capable of devising a digital marketing strategy and have the technical expertise to implement it?

Do you have an in-depth understanding of some of the more technical aspects of digital marketing, as well as being able to create copy that converts?

Are you happy to be held accountable for the results that you generate?

If so, then this role could be for you!

Klood Digital is looking to expand its digital marketing team, specifically in the technical areas. You'll be working alongside our expert inbound marketing account managers and content team.

We're looking for someone to hit the ground running, so you must have strong skills and experience in the following areas:

- SEO
- Google Ads (Search/Display/Shopping)
- Facebook Ads
- Full funnel retargeting campaigns
- Google Analytics

We'd expect that activities such as installing pixels, conversion tracking, building landing pages in HubSpot & Clickfunnels, setting Google Analytics goals and installing Google Tag Manager wouldn't phase you. And you should easily be able to devise and implement a digital marketing sales funnel from end-to-end.

If you've got experience in marketing automation (specifically HubSpot) and managing website projects, then this would be an advantage. (Hint: we're a leading HubSpot partner, we live and breath HubSpot - if you don't have HubSpot experience it'd be good to do some research prior to the interview)

We predominantly work in the b2b SaaS industry, so if you have experience in lead generation and conversion for this industry that would also put you ahead.

If this sounds interesting, then please apply.

During the interview process we will be asking you to

demonstrate the key skills above with a couple of exercises for you to complete. Probably about an hour or two's work, so if that will put you off, please don't apply!

We're asking a lot, but in return, the right person will receive:

- A competitive salary
- Membership of our staff profit related bonus scheme
- Pension scheme membership
- Flexible hours
- Free parking (When we're back in the office!)

You'll work with a fantastic team of digital marketing professionals who work together to achieve results for our clients. We've created a great place to work which equates to longevity of service—most of our team members have been with us in excess of 5 years

If you believe that you could add value and join our team, please apply using this link