

## JOB DESCRIPTION

<b>Job Title:</b>	Paid Media Digital Marketing Executive
<b>Reporting To:</b>	Marketing & Affiliate Performance Manager
<b>Department:</b>	Marketing
<b>Location:</b>	Aylesbury, Buckinghamshire

### The Business:

Agria Pet Insurance Limited develops their own branded pet insurance policies, whilst administering others which include the Kennel Club Pet Insurance. Work with all partners to provide peace of mind for owners and the best possible care and protection for their pet.

### The Job:

The Digital Marketing Executive is a crucial hire for this expanding marketing team. This role will be contributing to the whole digital marketing mix and will be an able deputy for the Digital Marketing Manager & Affiliate Performance Manager. The successful candidate must be able to demonstrate practical and in-depth experience of core digital marketing principles including paid media advertising, affiliate marketing and performance reporting. They must have experience working with both the Google Ads and Facebook Ads Manager platforms

### Main Responsibilities & Duties:

- Responsible for supporting the Digital Marketing & Affiliate Performance Manager with all Digital marketing tasks, including the following:
  - Performance Marketing delivery including Google Ads campaigns (across Search, Video, Display and Discovery), Social Media Advertising and Affiliate marketing (internal and external to Agria)
  - Delivery of reports & dashboards to monitor budget and key performance indicators
  - Agency partnership communication to work with various digital marketing agencies who form an extension of the in-house Agria digital marketing team
- Duty to support all partners with delivery of digital marketing plans and collaborative website integration
- Work to meet the departmental objectives, including maintaining SLAs and achieving required quality results.
- Responsible for monthly plans that achieve the business objectives
- Responsible for reporting and analysis on a monthly basis to Digital Marketing Manager
- Responsible for reporting of digital marketing agencies / vendors
- Responsible for digital marketing insight and research for the business – sharing of best practice

- Carry out additional duties requested by a member of the management team, as the requirements of the business demand.
- Demonstrate flexibility regarding working hours in order to meet business needs
- Ability to work to agreed performance targets
- Versatile, with the ability to adapt quickly to the changing needs of a rapidly developing business

**N.B:** This job description is designed to outline a range of main duties and responsibilities that may be encountered. It is not designed to be an exhaustive list of tasks and can be varied in consultation with the post holder in order to reflect major changes in the job role or within the organisation.

### **Qualifications, Skills & Experience:**

- Must have experience of Google marketing suite including Google Ads and Analytics.
- Must have experience of Meta Ads platform
- Must have an understanding of paid media optimisation and experience in budget management, with a clear understanding of relevant KPIs
- Must have experience of performance reporting and be of an intermediate level in using Microsoft Excel including the use and understanding of mathematical formulas. Experience in Google Data studio is desirable.
- Ideally will have experience of programmatic and display advertising
- Ideally will have experience of CMS platforms and site content management
- Excellent command of written English with copy accuracy
- Ability to effectively prioritise workloads
- Excellent attention to detail
- Well organised and self-motivated
- Ability to work effectively under pressure and to tight deadlines
- Good interpersonal and team working skills
- Ability to work to agreed performance targets
- Versatile, with the ability to adapt quickly to the changing needs of a rapidly developing business.
- Ability to demonstrate flexibility regarding working hours in order to meet business needs