

30 April 2019

Digital executive – job description

The Role

We are seeking a digital executive to work with our existing digital team. This is an entry level role and support and training will be given on the job.

What you will be doing

- Website content management using Dreamweaver and content management systems (CMS). This will involve the addition and deletion of text and images to existing web pages (including sizing and rendering images to the correct format using Photoshop) and creating new pages within the framework of existing websites.
- Basic HTML amends.
- Preparation of website statistics reports (using a variety of statistical packages, including Google Analytics), pay-per-click (PPC – using Google AdWords) and search engine optimisation (SEO) reports which will entail analysis of raw stats and compiling into a predetermined report format.
- Checking and proof-reading new and amended web content prior to uploading, and web reports prior to sending to client. A high degree of literacy is required.
- This is an office-based role. However, you will have email and telephone contact with clients and suppliers, so candidates should have a confident and articulate telephone manner.

‘Nice to have’ skills (but not essential – these are things that you will learn on the job)

- Basic knowledge of HTML (knowledge of other programming languages welcome).
- Understanding of Adobe Creative Cloud programs such as Dreamweaver and Photoshop.
- A basic understanding of good SEO practise.
- Experience of building, sending and reporting on email campaigns.
- Experience of PPC (Google AdWords) management.
- Individual Qualification on the Google AdWords Certification Program.
- Individual Qualification on the Google Analytics Certification Program.



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The right person

- Self-motivated and driven for success
- An ability to work under pressure and manage priorities
- An eye for accuracy and attention to detail
- Passionate about digital technology
- Shows initiative
- A proactive and flexible approach to working
- A team player

If you think you're up to the job, forward your CV and salary expectations to jobs@mms-marketing.co.uk

