

PRESENT

Job Title: Performance Marketing Assistant

This role involves assisting the Marketing Manager on planning, implementing and analyzing marketing campaigns and activity to promote each of our retail brands. It will be a varied role that requires a highly analytical mindset and strong organisational skills in order to perform daily activities, as well as an ability to react positively to short-notice requests.

Being involved in multiple projects will provide a challenging and often fast-paced working environment where communication is key. The successful candidate will be required to have previous online marketing experience, in addition to having a proactive and positive attitude.

An interest in online fashion retail will be highly beneficial, while an eagerness to learn and to contribute to the performance of our team will be essential.

Main duties and responsibilities

- Working with Digital Marketing Manager to develop and maintain a full spectrum of channels including but not limited to: PPC, Paid Social, SEO, Email, CRM, Display and Retargeting.
- Creating, testing and implementing digital marketing campaigns across multiple platforms.
- Optimising all channels for ROI.
- Ensuring efficient tracking and reporting for all digital and social marketing activities.
- To manage budgets in line with strategy and ensure that monthly spend and ROI is on target.
- Setting up and running PPC campaigns on a variety of search engines and platforms.
- Setting up and running Paid Social activity on a variety of platforms to drive success against a set of specific KPI's.
- Reporting on paid advertising activity for clients and proactively working towards achieving client goals and targets within all performance marketing channels.
- Continuously increasing knowledge of all digital channels, to integrate innovations and developments into client campaigns to ensure they are future proof.

Skills and requirements:

- Have strong experience in a digital client or agency side role (ideally 3/4 years)
- Proven track record of digital B2C performance marketing both strategy and implementation across a full spectrum of channels.
- Have solid knowledge of Google Webmaster tools, Google Analytics and especially Adwords.
- Have solid knowledge of Facebook Business Manager.
- Ideally, have experience working with CRM systems.
- Experience of A/B testing, optimising landing pages and user funnel.
- An entrepreneurial attitude with a desire to work in a fast-paced, growing digital fashion agency with high-end fashion clients.

Permanent position. Competitive salary + bonuses

Applicants are requested to submit a C.V and covering letter outlining why you want to work for PRESENT Agency and what you can bring to the team to toby@presentagency.com