

**Job Title:** Performance Marketing Assistant

**Location:** London

**Required:** An experienced, all round Digital Marketer capable of creating, developing and implementing successful performance marketing campaigns for a portfolio of clients.

**Responsibilities:**

Within the role of Performance Marketing Assistant, you will be responsible for:

- 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.

**Requirements:**

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

**Interviews are taking place with immediate effect so if you are looking for a new and exciting opportunity within a stable firm and have a proven track record of successful administrative experience please send us your details ASAP.**

**Please send a CV and a covering e-mail/letter explaining how you meet the above criteria to [kelly@presentagency.com](mailto:kelly@presentagency.com)**