

## **Job specification for an Online Marketing Specialist for emart.**

**Title** Online Marketing Specialist

**Location** Leamington Spa, Warwickshire

**Salary** Initially depends on experience.

This is a fantastic opportunity for passionate, hands on SEO and PPC professional to take a leading role in a growing consultancy. The potential to grow your skills and develop your role is limitless.

### ***The company***

emart is a new consultancy offering a full range of services to support anyone involved in ecommerce

Platform

- Software platforms for ecommerce sites

Traffic

- Search Engine Optimisation
- Pay Per Click campaigns
- Affiliate Marketing

Consultancy

- Statistical Analysis
- Usability
- Information Architecture design
- Content Consultancy
- Accessibility
- Competitor Analysis

### ***The job***

You will be part of a growing team of experts offering services and consultancy to clients, including companies within our group, specialising in SEO, PPC and Affiliate Marketing. You must be able to work collaboratively with other consultants to provide a complete solution to clients.

The work will include

- Meeting potential clients as part of the Sales process
- Providing input into proposal documents
- Managing PPC campaigns
- Managing SEO campaigns directly or working with in house and client teams

- Managing on line advertising campaigns
- Managing Affiliate Marketing campaigns
- Analysing and reporting on the effectiveness of campaigns
- Analysing and reporting on site performance

In addition you will have ongoing input into the strategy and development of client ecommerce strategies and many opportunities to influence the strategic development of emart.

You will work alongside other in house specialists and agencies and report to the Marketing Director of emart.

### ***Qualifications***

Must have

- At least 12 months experience of running SEO and PPC campaigns
- A basic knowledge of HTML /JavaScript
- Good skills in MS Office
- A degree or equivalent in a relevant technical area or possibly Marketing
- A passion for on line marketing and enthusiasm for continuing professional development
- Written and verbal communication skills
- Collaborative working skills
- Personal organisation skills
- Permission to work in the UK (evidence required)

Good to have

- Experience of Affiliate Marketing
- A Google Advertising Professional qualification (or willing to study for it)
- An understanding of Web Analytics
- Experience in ecommerce

### ***Apply***

Please send your CV and brief explanation of why you would be an asset to our company to [jobs@emart.co.uk](mailto:jobs@emart.co.uk).

**Please remember that you must be able to prove that you are entitled to work in the UK before you apply.**