

Digital Marketing Executive

Salary: up to £27,000 dependent on experience.

Location: Maitland House – Southend – On-Sea

Overview:

We're looking for an ambitious and proactive Digital Marketing Executive to join us at an exciting time developing your skills in a role where you can really feel like part of the growth & development of the company and see the long-term results of your work.

Reporting to the Performance Marketing Manager, you will work closely to ensure that all accounts have a robust digital strategy in place, together with specific performance targets and objectives tailored to meet or exceed the commercial expectations.

The ideal candidate will be a switched-on, fast learner who can combine their passion for digital with an analytical mindset to help support on delivering cutting-edge digital campaigns for some of the largest UK financial brands including Asda Money, RAC, Legal & General and MORE TH>N.

Key Responsibilities:

- Be commercially minded and able to manage priorities within a dynamic business environment.
- Develop and execute digital marketing campaigns across paid and natural mediums.
- Work with our user experience team to deliver forward thinking customer journeys and creative assets.
- Manage and help develop the business' wider digital offering/presence.
- Liaise and manage external agencies and third party suppliers.
- Analytical tracking implementation and rollout, including use of Google Analytics.
- Assist in producing weekly and monthly reports.
- Research and monitor competitor activity.
- Build strong relationships at all levels and attend external meetings as required.
- Work closely with internal staff to help reshape and define the insurance industry.

Skills and Experience:

Required:

- Hands on digital marketing experience, either agency or client side.
- Great research and analysis skills.
- Organised and methodical, with excellent communication and time management skills
- Ability to work both independently and as part of a team
- Proactive and professional attitude with the drive to get involved where necessary to achieve a successful outcome

- Confidence with Excel
- Strong attention to detail

Qualifications

- Minimum of 5 GCSEs at grade C or above or equivalent to include Mathematics and English
- Google AdWords certified

Competencies:

- Communication
- People & Personal Development
- Team Work
- Customer Focus/ Results / Excellence

About Us

The Hood Group is a privately owned business providing insurance solutions for over 30 years to some of the most well respected brands, insurance partners and financial intermediaries. Established in 1983, we came from modest beginnings in the City of London with a small team of passionate people who wanted to help change insurance for the better. We offer our partners an end-to-end service; from product and quote platform design through to sales and retentions. The Hood Group is now one of the largest employers in South East Essex with around 180 staff, award winning services and cutting edge technology.

We invest in the careers of all our staff, through training, qualifications and by providing a pro-active learning environment. We understand the importance of staff wellbeing and maintaining a good work/life balance and also provide opportunities such as flexible working and career breaks. There is a Group funded Sports and Social committee and we provide free local gym membership, seated acupuncture massages, and fitness classes in our onsite Wellbeing studio. On completion of probation we also provide an excellent benefits package that includes life assurance, pension scheme, medical cover, permanent health insurance and much more.