



DIGITAL MARKETING ANALYST

Station:	All Global
Job Area:	Marketing
Region:	London
Location:	Leicester Square
Contract Type:	Full Time
Start Date:	April 2019
Duration:	FTC

About us...

Home to some of the UK's best-loved radio stations such as Heart, Capital and Classic FM, to name a few, we keep over 30 million listeners tuned in and entertained each week. And that's just for starters...

Simply put, we're obsessed with radio, music and entertainment - welcome to our world.

What's it all about...

We're looking for a data-savvy Digital Marketing Analyst who loves getting their hands dirty amongst both transactional and consumer data sets to join our Enterprise team on a full time basis.

You'll be working as part of a highly entrepreneurial team which generates incremental revenue for the business through a range of diverse and exciting projects. This new role will focus on ensuring that our websites are as good as they can be, driving additional ROI through digital channels such as PPC and Social and working with our databases to optimize customer conversions wherever possible.

You'll be working across some of our current business areas including online dating, online flower delivery, pet insurance and SMS competitions as well as working across any new sectors that may be introduced.

What you'll be doing...

The Digital Marketing Analyst will be responsible for delivering first class digital marketing services to the Enterprise Team and the wide variety of projects they work on across all relevant channels. You will be responsible for optimizing our sites and making sure they are performing as well as they can when it comes to search engine rankings as well as developing, testing, setting up and executing our PPC campaigns, paid social and display. You'll ensure we collect as much relevant data as possible and use this to inform strategic business decisions, budgets and CRM strategy going forward. You will LOVE working with and manipulating data and use it to find the next opportunity to generate additional revenue and drive engagement.

- Work with the Partnerships Team to optimize all relevant sites and make sure they are performing as well as they can.
- Work with the Partnerships Team to ensure landing pages are optimized for PPC campaigns to ensure maximum conversion.
- Drive our PPC and paid social campaigns including planning, set-up, analysis and reporting.
- Keyword research, test ad-copy, bid management and competitor analysis
- Deliver customer insights which will drive critical business decisions
- Work with the Interactive Team to understand our CRM database behavior and what make it 'tick'.
- Test different strategies to optimize our CRM activities and deliver the best possible ROI for the business.
- Be the go-to person for digital marketing, working with the team to agree budgets, set goals and increase engagement and conversions
- Be in the data, know and understand what is going on, and feed this back to the team to impact decisions for growth
- Discover, test and optimize new digital marketing channels and seek those which offer the best ROI.
- Administration, forecasting and budgeting
- Create relevant content where necessary to expand sites and drive SEO
- Work with the Partnerships Team to assist in their marketing campaigns and ensure digital is an integrated part of these.
- Be a fountain of digital marketing knowledge for other departments across the business and assist where necessary

Can you tick all of these boxes...

- Passionate about working with data and understand how to affect it in a positive way.
- Excellent knowledge of Google suite (Adwords, Analytics), how to create, monitor and measure campaigns.
- Experience of paid search and social marketing and a track record of driving ROI
- Excellent knowledge of website optimization and how to boost sites within this environment.
- Excellent knowledge of key social media platforms (Facebook, Twitter, Instagram), how to create, monitor and measure campaigns.
- Excellent knowledge of working with CRM databases and how to maximize engagement
- Strong numerical and analytical skills, plus the ability to manipulate data, measure performance and identify areas for improvement
- Excellent command of English language and grammar
- Excellent communication skills
- Acute attention to detail
- Entrepreneurial spirit
- Fast learner with bags of initiative
- Ability to understand different audiences and their requirements
- Degree level in Marketing (preferable)
- Knowledge of Mac operating system a bonus

For more information or to apply for the role, please email your CV to Joel.Stern@Global.com.