

Digital Marketing and Ecommerce Specialist/Manager

We are looking for a results driven in house digital marketing and ecommerce extraordinaire.

We are a dynamic boutique luxury brand with an international audience looking to continue strong growth by taking our digital marketing strategy to the next level.

The role:

- Develop, implement and optimise digital marketing strategies to deliver on the broader marketing and business strategic goals
- Work in unison with our Growth Manager and Digital Marketing Design Assistant
- Stay up to date with latest digital marketing developments and best practices
- Monitor web traffic, analytics and digital metrics and implement actionable data-driven recommendations
- Manage and improve online content, with a strong emphasis on SEO, Google Analytics and Google AdWords
- Manage and deliver content to all digital marketing channels including website, email marketing and social media accounts
- Track, monitor and report on the performance of all digital marketing campaigns
- Manage website optimisation, UX and merchandising

Benefits

- Inner city location
- Generous staff product discount
- Remuneration commensurate with experience

Skills and experience:

- 5 years' experience as a Digital Marketing Specialist/Manager or similar role
- Proven track record of developing and implementing successful digital marketing strategies
- Data driven with an ability to derive insights and make recommendations
- Exceptional knowledge of digital marketing best practices
- Strong experience in Google Analytics, SEO/SEM Google AdWords

- Experience in social tools including Facebook Ads Manager
- Experience in designing and executing social media strategies, and management of social media channels
- Excellent copywriting and copy-editing skills
- Excellent organisation and time-management skills
- Tertiary qualification or relevant experience in Digital Marketing, e-commerce or Business

If you are motivated and driven and looking for an exciting position to utilise your extensive digital marketing experience to define our digital strategy, please contact us today

Do not call. Applications and enquiries will only be reviewed via our website careers submission.