

Effective for: February 2018

## JOB DESCRIPTION & ACCOUNTABILITIES

<b>NAME:</b>		<b>REPORTING TO:</b>	<b>Digital Specialist</b>
<b>POSITION TITLE:</b>	<b>Digital Marketing Executive</b>	<b>DIRECT REPORTS:</b>	<b>None</b>
<b>DEPARTMENT:</b>	<b>AU/NZ Marketing</b>	<b>LOCATION:</b>	<b>Melbourne</b>

### POSITION PURPOSE:

This role will work across all paid digital media for all four brands in Australia and New Zealand ensuring that all channels perform at their best with increased conversions and engagement. The Digital Marketing Executive will run all paid social activity in house and one of the brand's SEM and play a key role in improving the performance of digital media in Australia and New Zealand. They will also coordinate all digital campaigns and BAU activity.

### QUALIFICATIONS AND EXPERIENCE

- Tertiary qualified in marketing, business or similar
- 1+ years in a similar role
- Experience in social media advertising and Google AdWords
- Experience in scheduling and reporting using Facebook Business Manager
- Proficient in the use of Microsoft Office (particularly Excel) and Google Analytics
- Previous experience within a campaign-heavy digital marketing role
- Agency experience highly regarded

### OTHER SKILLS AND ATTRIBUTES

- Understanding and alignment with Intrepid's core values
- Excellent communication and relationship skills
- Analytical mindset
- Effective time-management and organisation skills including the ability to prioritise and work well under pressure
- Ability to work independently and in a team
- Ability to learn quickly
- High attention to detail
- Proactive and positive attitude
- A desire to further develop skills across digital marketing platforms
- Passion for digital marketing and analytics

<b>Operational Accountabilities of Role</b>	<b>Benchmark Measure</b>
Management of all paid social media campaigns across all brands. Including setting up the ads, optimising as the campaign progresses and reporting	Social media campaigns run on time and to set budget. Increase in conversions and engagement
End-to-end management of one of the brand's SEM in-house	Increase in conversions and CPA
Campaign management for digital aspect of campaigns. This includes briefing agencies on activity required, actioning anything that needs to be done in-house and monitoring and optimising the campaign as it progresses	All campaigns go live on time with the correct assets and perform to expected levels
Coordinating all paid digital activity such as PPC, paid social, display, affiliates, 3rd party EDM, lead-generation etc including planning, development, scheduling and execution	Increase in conversions and ROI of paid digital media
Build strong relationships with the digital agency and partners and support them on campaign set-up, performance and reporting	Increase in productivity from agency and positive feedback from agency in monthly

<b>Operational Accountabilities of Role</b>	<b>Benchmark Measure</b>
	reports/feedback
Produce regular reports that are accurate and capable of guiding our digital spend and activity	Produce reports that provide actionable insights that will allow us to implement changes to increase our digital marketing performance
Monitor digital marketing performance and optimising as necessary	Campaigns increase performance on previous year's campaigns
Work with web team to make changes to optimise websites to increase conversions	Increase website conversion of paid media from same time the previous year
Monitoring and coordination of the digital marketing budget throughout year	Budgets up-to-date and align with finance records
Contribute to the development and delivery of digital marketing strategies and activities	Annual plan delivered and actioned
Briefing in creative for digital elements of a campaign	Provide clear, timely briefs to Studio
Perform tests and analyse results to improve conversion rates	Constant improvement of campaign performance