

ONLINE MARKETING EXECUTIVE

Based	Markco Media Ltd, Croydon
Report to	Online Marketing Manager
Responsible for	-
Salary	TBC – Competitive and dependent on experience

Markco Media is a thriving and energetic global online media, advertising and affiliate marketing Company. Our online and mobile network includes UK's #1 discount and deals website MyVoucherCodes.co.uk with over 9 million unique visitors per month as well as other high-traffic money-saving web sites and mobile applications targeting International markets.

Due to the continued growth, an exciting opportunity has arisen for an Online Marketing Executive to work on the targeted international market.

You'll work in the International Marketing Department and closely with many departments in the Company. For this role we are looking for people who are excited about an opportunity to become a big part of a growing organisation.

Role

We are looking to recruit candidates to work in our International Marketing Team, the role will involve launching our popular UK money saving consumer web sites in the targeted international market.

A great opportunity for a experienced Online Marketing Executive, eager to work in a very competitive industry, who is a good lateral thinker, with a tenacious and meticulous nature ready to further a career in online marketing.

We are looking for candidates with marketing knowledge in the targeted international market.

Key Responsibilities

- Responsible for the Social Media Campaigns including Blogs and Forum.
- Manage the Email campaign
- Segmenting profiling and increase database contacts.

Main duties

- Create and Implement Social Media Campaign and other online marketing activities.
- Co-ordinate the day-to-day management and ongoing growth of the user database.

- Growing our online audience by increasing our newsletter reach and performance.
- Have outstanding project management to ad hoc marketing projects.
- Create Media Plan and be responsible for media buying.
- Responsible for creating display and remarketing campaigns
- Align and leveraging, Social, marketing and blog with other marketing activities.
- Become an active voice on suitable forums and social networks promoting Markco Media web properties.
- Support the international team with ad hoc tasks as necessary
- Provide competitor analysis and identify potential high value opportunities.
- Maintain and update the blog, increase its traffic and promote valuable merchants.
- Providing quantitative and qualitative reporting on results
- Assist in the development and implementation of online advertising campaigns including; regularly drafting and releasing online press releases.
- Assist with forward planning and idea generation across the remit.

Personal Skills

- 1 year experience (minimum) online marketing with focus on the following activities Social Media Email and Blogs and forum.
- Ability to define problems and collate data, establish facts, and draw valid conclusions.
- 'Sleeves rolled up' approach, flexible, self motivated to succeed
- E-commerce experience (highly desirable)
- Educated to degree level (minimum)
- CIM/IDM, e-commerce training (desirable)
- Skilled in media buying.
- Copywriting and editing (desirable)
- Excellent analytical skills and a strong work ethic.
- Well developed strategic and operational capabilities
- Team leadership and decision making skills
- Strong commercial acumen and proven marketing management skills
- Fluent in English - written and spoken
- Native in targeted country language – written and spoken
- Experience within the targeted international market

Experienced in the affiliate industry is preferable but not necessary