

ONLINE MARKETING MANAGER

Company	Markco Media Ltd
Based in	Croydon
Report to	International Business Manager
Responsible for	Online Marketing Executive
Salary	TBC – Competitive and dependent on experience

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 within the targeted international market. The creation and implementation of SEM strategies and other marketing activities.

A great opportunity for a experienced Online Marketing Manager, 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 within the targeted international market.

Key Responsibilities

- Responsible for the development and implementation of SEO campaigns.
- Manage day-to-day PPC activities ensuring an adequate ROI.
- Manage the current link building techniques and implement new strategies.

Main Duties

- Manage and help implement content partnerships to increase online and offline promotional opportunities for Markco Media web properties
- Create and Implement SEO, PPC and other online marketing activities.
- Co-ordinate the day-to-day management and ongoing growth of the global SEM (SEO/PPC) programs.
- Develop paid search programs within strategic markets
- Growing our online audience by increasing our ranking in natural search results and increasing our exposure on third party sites.
- Keep up-to-date with latest developments in SEO
- Actively building relations with bloggers, webmasters and web editors
- Align and leveraging SEM, viral social and other marketing campaigns.
- Support the international team with ad hoc tasks as necessary
- Assist in the development and implementation of online advertising campaigns.

- Provide competitor analysis and identify potential high value links and Organic opportunities
- Attainment of relevant, quality links via paid or free means including the use of blogs, forums, directories, other social media and other related sites.
- Providing quantitative and qualitative reporting on results

Personal skills

- You will have a proven track record in online marketing within a b2c organisation.
- Strong web research competence, comfortable researching, compiling and assimilating data and information from across the web quickly and effectively.
- Meticulous nature, happy to systematically work through processes. Ready to take on the challenges and rigorous nature of getting links.
- Good lateral thinker who enjoys solving problems and approaching challenges differently.
- Strategic understanding of where SEO fits within the online marketing process.
- Strong numeracy skills - Competent working with numbers and basic statistical data.
- Self-motivated and pragmatic - Works well to targets and happy to take on responsibility for multiple deliverables and projects working independently towards a range of goals.
- Strong written competence, able to write compelling copy and articles for time pressured deadlines.
- Understands profitability – Commercially aware. Basic understanding of affiliate marketing, a bonus.
- People Management 1 years experience
- SEM Over 3 years experience
- Excellent communication skills
- Excellent Microsoft Office skills, including Excel, Word and PowerPoint
- Business oriented
- Excellent & proven detailed analytical competencies
- Reporting skills
- Super organised and focussed.
- 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