

Digital Marketing Executive

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Company: Kindred Group Plc

Location: Perth

Category: other-general

The role Reporting to the Digital Performance Manager (Australia), the Digital Marketing Executive will support the planning, implementation, and analysis of Unibet's digital marketing strategy, with a primary focus on Biddable Media (Performance Social, PPC, Programmatic & Mobile App Install). In this position, you will be responsible for driving top of funnel, acquisition and retention KPIs to our owned assets through innovative techniques and strategies across paid, owned and earned media. The sports betting industry will provide you with a variety of exciting and challenging work, that will allow you to test your ideas and continually innovate. You will also work with our wider marketing team to refine and optimise our Biddable advertising strategies, overall customer acquisition strategies and conversion optimisation to maximise acquisition and customer lifetime value. What you will do Social Media Acquisition, Retention & Brand Awareness Channels include but not limited to Facebook, Instagram, Twitter & Reddit Effectively managing the campaign setup and trafficking Managing the creative briefing process Writing engaging and compliant ad copy Monitoring, documenting and optimising campaign performance to reach targets Analysing data, providing weekly & monthly reports with actionable insights Actively testing and experimenting to apply the learnings to help drive the ultimate value PPC Acquisition Focus on customer acquisition through Google Ads Effectively managing the account setup and ad hoc campaigns Writing engaging and compliant ad copy Actively monitoring, documenting and optimising campaign performance to reach CPA & revenue targets Analysing data, providing weekly & monthly reports with actionable insights Actively testing and experimenting to apply the learnings to help drive the ultimate

valueProgrammatic Display AdvertisingTech stack includes but not limited to: CM360, DV360, MOAT, Xandr DSP, Adform DSPEffectively managing the Display & Video programmatic buying processIndependently applying the programmatic best practices across platformsManaging the creative briefing processMonitoring, documenting and optimising campaign performance to reach targets across the full funnelAnalysing data, providing weekly & monthly reports with actionable insightsActively testing and experimenting to apply the learnings to help drive the ultimate valueMobile App AcquisitionCollaborating with central (European) marketing teamsSupporting paid mobile app installation campaignsApp Store OptimisationManaging the creative briefing processReporting and providing recommendations to wider team to improve performanceSearch Engine OptimizationCollaborating with central (European) marketing teamsSupporting ongoing SEO initiatives including coordination of content and page updates etc.Monitoring KPI performance and rankingsReporting and providing recommendations to wider team to improve performanceContent Creation & Social SupportSupporting the wider marketing team with content ideation, creation, and executionProviding support to the wider marketing team in organic and paid social media contentYour experienceDemonstrable 1+ years' experience implementing performance social media, SEM, programmatic display and/or SEO campaignsExperience using Social Media marketing tools (Facebook Ad Manager, Twitter Ads, Reddit Ads)Experience using Google AdWordsExperience in Programmatic buying (Xandr DSP, Adform DSP)Experience in attribution, tracking & analytics (CM360, GA4, PBI, Excel)Naturally data driven - understanding, formatting, and analysing dataEnthusiastic and eager to grow, learn and to bring ideas to the table#J-18808-Ljbffr

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