

## Senior Digital Marketing Executive

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Company: Network Marketing - Marketing Recruitment

Location: Shire Of Manjimup

Category: other-general

Job Description Location: Deeside Salary: Up to £40,000 Job Type: Full-time, Permanent Company: Join a leading healthcare and life science business dedicated to improving the well-being and quality of life of individuals globally. Based in Deeside, we are seeking a passionate Senior Digital Marketing Executive to drive digital presence to new heights. Role Overview: As a Senior Digital Marketing Executive, you will be at the forefront of digital strategy, responsible for developing and implementing innovative marketing campaigns to promote our products and services. You will have the opportunity to leverage your expertise in digital marketing to enhance brand awareness, drive lead generation, and engage with our target audience across various digital platforms. Key Responsibilities: Develop and execute comprehensive digital marketing strategies to achieve business objectives. Manage all aspects of digital marketing channels including SEO, SEM, email marketing, social media, and content marketing. Analyse and optimise campaign performance using data-driven insights and industry best practices. Collaborate cross-functionally with internal teams to align digital marketing initiatives with overall business goals. Monitor and report on key performance metrics, providing regular insights and recommendations for improvement. Requirements: Bachelor's degree in marketing, Communications, or related field. Proven experience in a digital marketing role, preferably within a B2B business. Knowledge of digital marketing tools and platforms, including Google Analytics, AdWords, social media management tools and CRM platforms. Excellent analytical skills with the ability to interpret data and translate insights into actionable strategies. Creative mindset with a keen eye for detail and design.

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