

job description

Role: Digital Marketing Executive

Department: Campaign

Location: Hartlebury

Salary: Negotiable

Your reason for being here...

Everyone at DRPG has a purpose, and yours is to use your talent to prove the power of digital marketing creating great opportunities for exposure through all digital channels.

The way you roll...

You're a digital marketing connoisseur with cracking digital skills and impeccable attention to detail (well spotted).

Your positive, passionate and committed attitude garners incredible results. With every piece of work, you put your heart and soul into it (even when it's during the occasional unsociable hour). You're cool as a cucumber working on multiple projects at once, and some would say you could rival Cirque du Soleil's top juggler.

You manage your time like a stylish Swiss watch, and pair it with a creative thinking cap (think rainbow hat with propeller). If an issue arises, you whoop with joy! Because you love a good challenge and always aim to find new and exciting ways to rectify the situation (the 'creative' in creative comms agency isn't just a pretty word!)

You're also a curious cat, always looking for ways to better your craft, because that way, you can really nail our 'anything's possible' mantra.

How you make it all possible...

Working within the Campaign digital marketing team you will be the linchpin supporting the wider team executing omnichannel digital planning and strategy.

- Supporting digital marketing strategies and plans
- Assisting in planning and execution of content marketing strategies
- Working closely with your teammates and clients

- **Creating sublime content that is optimised for search and social media traffic**
- **Monitoring, measuring and reporting on digital activity**
- **Planning website content**
- **Staying ahead of the digital curve**
- **Being active in client meetings**
- **Making content work by mapping out new ways to repurpose**
- **Planning, creating and implementing mind-blowing campaigns that are on-brand and on-budget**
- **Keeping clients happy with gorgeous work and great communication**
- **Presenting work and reports that make your audiences swoon**
- **Showing other team members how your campaigns make financial sense**
- **Monitoring and reporting on digital marketing metrics and KPIs**
- **Recommending the latest tech and digital solutions**
- **Developing fresh, highly shareable content**
- **Managing digital files and time**
- **Analysing and reporting using major analytics programs**
- **Enhancing DRPG's reputation for digital marketing solutions**

What's in your toolbox...

- **Tons of similar experience**
- **Budgeting and project management extraordinaire**
- **Ability to work accurately at speed**
- **Scintillating digital marketing skills across multiple channels and techniques**
- **Ability to analyse and share data so it makes sense to those without your knowledge**
- **Ability to write and edit content across various digital platforms and blog posts**
- **Dazzling SEO, PPC, social media and email marketing skills**
- **An infectious passion for all things digital**

Get to know us...

We're one of the most unexpectedly all-round capable communications agencies that's been on the go for years – ever since our head honcho set up shop in a shed back in 1980, in fact.

Since then, we've made it our mission to make anything possible for our many and varied clients, putting our creative flair into delivering strategic communication campaigns, digital solutions, film and videos, events, exhibitions, and a whole lot more in between. We've grown a lot, but we've kept everything that made us great, back from the very day we first started out. Our global HQ and largest studios are smack bang in the middle of the UK and well worth a visit to see for yourself!

Hang on, there's more...

The role will be based primarily in Hartlebury, but there will be times when you'll need to work from our other offices and undertake other related commercial duties both in the UK and overseas. Flexibility is key!

We're a friendly team. We really, really welcome anyone who wants to become part of a brilliant company. If you're passionate with a cracking drive to deliver on our 'anything's possible' mindset, we'd love to hear from you!

DRPG is an equal opportunities employer.

Data Security (not super exciting, but necessary)

At all times you must work within the guidelines set out in the DRPG Information Security Policy and your Employee Confidentiality Agreement. Failure to do so may be treated as gross misconduct.

You must also work within the guidelines set out in DRPG's Health & Safety Policy and Team Handbook.