



Job Details:

Title: Digital Marketing Executive
Location: Eastpoint, Dublin
Duration: Full-Time, Permanent

About Virgin Media:

At Virgin Media, we've got a very different way of looking at the world - and it shows in what we're like as a place to work. We think work should be fun - because fun is what our customers demand from our services. So you'll be joining a bunch of people who are free-spirited, capable of coming up with their own ideas, and given free rein to put their talents to their best use. But besides being all about fun, we're also deadly serious when it comes to putting our customers first! Whether it's TV, mobile, home phone or super-fast broadband services, at Virgin Media Ireland we're 110% focused on making our customers lives easier, richer and a little bit more fun.

It's not a nine-to-five, clock in and tune out sort of place. And there's no corporate mask to put on at the door – you can just be yourself. We're hard working, but in it together. Creating something special. Because let's face it. If you don't love what you do, it's time to do something else. Join us.

About the Role:

Working with the wider Performance Marketing team, internal stakeholders, and external agencies you will be responsible for delivering brilliant digital marketing campaigns that deliver on acquisition and cost efficiency objectives across PPC, SEO and Display. The successful candidate will have experience delivering successful performance campaigns and implementing effective SEO strategies as well as be up to date on digital marketing trends.

Key Responsibilities & Main Outputs

- Oversee the rollout of campaigns across search and display campaigns (incl. retargeting strategies in a programmatic environment) as directed by the Online Media Manager.
- Manage day-to-day campaign optimisation in conjunction with media agency to ensure campaign targets are met.
- Perform Keyword Research to optimise existing content and uncover new opportunities.
- Provide recommendations in conjunction with media agency and help execute strategies for content development in line with SEO targets.
- Oversee sustainable link acquisition campaigns in line with SEO targets and industry best practice.
- Liaise with content team to ensure that SEO including content recommendations are implemented in a timely manner.
- Ensure that commercial targets across SEO, Display and PPC are in place to review success of campaign/ progress over time.

- Plan and work with external agencies to execute digital marketing campaigns based on specific customer segmentation via display and search campaigns.
- Responsible for Performance Campaign positioning and messaging, creative copywriting, landing pages creative agency briefing, and signing off with all relevant stakeholders all material related to your campaigns
- Responsible for submitting campaign data requirements to all relevant teams and ensure that digital execution is consistent with ATL and ASAI compliance is adhered to.
- Complete the campaign checklist for each activity to ensure brilliant delivery and ensure all sign-offs (legal, brand, financial, operational delivery managers etc.) are secured.
- Ensure that campaign ad copy, messaging, creative are tested and optimised in accordance with the test and learn programme.
- Track and act on campaign results to continual optimise and improve on existing results.
- Keep pace with SEO, PPC, display and digital marketing trends and developments.
- Identifying and highlighting areas for improvement across all team activities.

The Person:

- 3+ years' experience in digital marketing campaign optimisation.
- Proven track record in delivering successful performance search and display campaigns.
- Experience in search engine optimisation.
- Previous experience in content and creative briefing.
- Deep experience in search advertising platforms, such as DoubleClick Search, DCM, DBM, AdWords, Google Search Console and Google Analytics platforms.
- Knowledge of Adobe Analytics platform is an advantage.
- Ability to work on own initiative.
- Ability to multi-task and prioritise effectively.
- Effective planning and stakeholder (both internal and external) management skills
- Ability to interpret performance data to arrive at optimisation insights.
- Proficient in MS Office (MSWord, Excel, Access, PowerPoint)
- Excellent communication skills
- Good interpersonal relationship skills
- Strong experience in managing projects on tight timelines

Join and you'll be part of the Virgin Media family. You can trust us to do the right thing by you. We're a great place to work – and we offer impressive benefits too. Get ready for a generous holiday allowance, contributory pension, performance related bonus and, of course, discounts on our fantastic mobile, broadband and cable.

Ready to TURN IT ON? Apply jobs@virginmedia.ie

Not your ideal job? Visit our career page to view all of our other open vacancies; <http://www.virginmedia.ie/careers>

Virgin Media is an equal opportunities employer. Having a diverse workforce is critical to the success of our business.