

XB-Junior Digital Marketing Executive

Vacancy Description

Start Date: August / September 2018

Duration: 6 months



The Host Company

The host company is a leading international ecommerce company and a real British success story. 13 years after the company was launched, today it operates 11 of its own global online retail brands and sells across 28 marketplaces and sales channels around the world with B2B relationships with some of the most successful indie and big-name retailers in the UK, Europe and beyond.

In addition to online sales, the host company supplies and manages a range of video games titles for a major UK retailer.

The Placement

The host company is looking for a student to assist in developing an online strategy and build awareness of their business through internet, social media and general marketing activities to consumers and B2B. Among other activities you will be required to work on:

- Email Marketing
- Display Marketing
- Social media advertising
- Translation work
- B2B and consumer marketing
- **Google AdWords and SEO**
- Monitoring of all online marketing activities
- Research and monitoring of competitors
- Research on potential partners
- Creative writing
- 3rd party experience eg Amazon, Ebay Store Control
- Customer service and assisting the customer
- IT
- Pay per Click
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The Role

- Working with affiliate networks such as affiliate window and webgains to place affiliate banners, offer incentives, make payments, create promotions, and create codes.
- Work with **Google Adwords PPC** to create adverts and monitor campaigns and report success back to the team
- Work with price comparison sites
- Work with daily deal websites
- Work in conjunction with our social media exec to gain experience of posting on Facebook, Google+ and Twitter (including advertising experience)
- Working with 3rd parties such as play.com, amazon and ebay to ensure that they are competitively priced and in the best position to sell.
- Reviewing customer feedback, providing assistance and providing advice to the customer

The Ideal Student

- Strengths in Mathematics (GCSE or A level Grade B or above - equivalent)
- You have first-hand experience in the field of digital marketing
- You have experience of helping and supporting the customer within a customer service environment
- You have an active interest in internet, marketing and e-commerce as well as web techniques
- Ideally you are interested in social media networks
- Ideally you have an interest in video games and technology
- You have an independent work style, are highly motivated and creative
- You are a proficient user of MS Excel
- Your written and spoken English is excellent
- Photoshop experience desirable but not essential
- Experience in working in an e-commerce environment desirable but not essential.

Interested candidates contact to: ispo@emc-dnl.co.uk or register in our website: www.ispo.co.uk