



Senior Digital Marketing Executive

Location: London W1

Salary: £26k - £30k (dependent on experience) + benefits

WPN Chameleon is an established direct marketing and digital agency based in central London with 45 staff. The majority of our work is with national and international charities and non-profit organisations, helping them communicate better and raise money to create positive change. We do also have a small handful of dynamic commercial clients.

We are looking for an enthusiastic, aspiring, self-motivating digital marketer to join our fast-paced but friendly and fun agency. The role involves working on client marketing campaigns, in particular using the Google Ads and Facebook paid advertising platforms.

Reporting to the Digital Strategy Director on client campaigns, the role is ideal for someone early in their career who has either gained some agency experience and is keen for more, or who has started out client-side and wants to work in an agency.

The role

The core scope of the role includes:

- Developing digital acquisition strategies for client campaigns
- Conducting keyword research
- Receiving client briefs for new campaigns and setting them up
- Day-to-day administration of paid advertising accounts
- Liaising with clients to co-ordinate campaigns with other activities
- Pro-actively suggesting opportunities to expand and improve accounts
- Producing reports on campaign performance and successes

Depending on your experience and skills, there is also the opportunity to:

- Work with Google Analytics to profile end-to-end user journeys, track goals and transactions
- Input into, plan and manage other kinds of digital marketing channels, such as digital display, other social channels, email and native.

To be considered for the role you will need:

- At least 3 years' hands-on experience of paid Google Adwords and Facebook campaigns
- Google Ads certification for Adwords
- Great communication skills

- A good general understanding of digital marketing and web technologies

It would help if you have:

- Experience of the Google Grant programme for Adwords
- Experience of remarketing in social media and display advertising
- Google Analytics certification

How to apply

To apply for this role please send your CV and a note outlining why you would like to work at WPN Chameleon to hireme@wpnchameleon.co.uk