



*An opportunity currently exists in the Maidenhead for a:*

## **Digital Marketing Executive**

**REPORTS TO:** eCommerce Manager  
**LOCATION:** MAIDENHEAD  
**SHIFT PATTERN:** Monday-Friday  
**HOURS:** 36.25 per week

### **PRIMARY JOB PURPOSE**

This is a key role within the Avery UK Digital Marketing team, with clear focus on driving and implementing our Digital Acquisition strategy. This person will look after channels and activities that drive increased traffic to [avery.co.uk](http://avery.co.uk), which include Paid Search, SEO (offsite), Paid Social, Affiliates and Referral Relationships. A key part of the role also includes content creation and new idea generation for the 'blank labels' portfolio of our business. This person will also be responsible for the digital marketing activities of Avery on Amazon and eBay.

### **KEY ACCOUNTABILITIES:**

#### **Responsibility for:**

Product knowledge and ownership of our 'Blank Labels' portfolio (Core Labels and Pick & Mix products) on the [www.avery.co.uk](http://www.avery.co.uk) site.

Lead the implementation of our Paid Search activities, working closely with the Digital & E-commerce Manager and our partner agency

Lead the Offsite SEO, including backlinks, reviews, guest blogs, establishing affiliate partnerships and referrals

Lead the Paid Social activities and social community management for the @UKAvery accounts on LinkedIn, Facebook, Instagram, Twitter, and Pinterest. This includes understanding and developing social media strategy (ensuring we have the right approach to hit our specified target groups) and relevant content for Core campaigns and implementing this with the wider marketing team

Support the Digital & Ecommerce Manager in developing / updating content and generating new ideas for our Blank Labels portfolio and ensuring they are optimised for SEO

Support in the email marketing plan and creation of newsletters.

Lead the business marketing strategy, advertising and product uploads to Amazon and eBay.

