

## Job Description

**Role: Digital Marketing Executive or Manager**

**Salary: £25k - £35k DOE**

**Location: UK Based - Fully Remote**

**Start Date: ASAP**

Crio Digital is a creative digital agency that specialises in providing a number of solutions to our clients including digital marketing, web & UX design, digital & graphic design, web development, SEO and PPC. We have a solid and forever growing client base across multiple sectors and work on both a project and retained basis, meaning plenty of variety across all our positions. Due to continued business growth, we are hiring for a Digital Marketing Executive or Manager (dependent on experience/level) to join our small creative team on a permanent basis.

### The job

You'll oversee the overall digital marketing strategy and SEO for Crio and manage SEO for our clients. Working closely with our clients and our creative team, you'll use your marketing expertise to advise on best practices, make suggestions and carry out strategy to drive organic and paid traffic to respective websites, grow online presence and enhance branding through multiple digital and social channels. You can expect to be creating and managing engaging content for social media, writing copy for blogs, articles etc, optimising clients' and Crio's website as well as looking at off-page and technical optimisation opportunities.

Joining Crio now presents a huge opportunity for career progression. We have big plans to grow the business and our team is fundamental to this. Our plan is to build out and scale our teams, promoting from within and offering clear and definitive objectives to help you achieve your goals. Whether you want to lead a team, become an expert in your field, or try something new, we'll work with you closely to help you excel within the career path you wish to take.

You must be UK based, but other than that you can work from wherever you want... We all work fully remotely, and the existing team get together at our Basingstoke office space or the pub (mostly the pub if we're honest) once or twice a month, so it would be great if you were able to join us for that, but if not, technology has us covered!

### About you

You'll ideally have a minimum of 2 years' experience within the digital marketing space, including at least 1 years' experience with SEO. Even better if you've spent at least a year within an agency or working across multiple clients, but that's not essential. Below are some of the key skills we'd expect the jobholder to have in their locker:

#### Ideal Requirements

- Experience in building, planning and executing digital marketing campaigns locally and nationally
- Previous experience and success with email/PR outreach campaigns
- Social media management (Instagram, Facebook, LinkedIn etc.) including ideas, scheduling, creation and community engagement
- Excellent copywriting skills for articles, blogs, social media etc
- Excellent on-page optimisation skills and a good understanding of off-page optimisation best practices
- Knowledge/understanding of link building strategies
- Keyword research and competitor analysis
- Skilled with at least one SEO platform/tool (we use SEMrush but no problem if you use something else)

- Thorough knowledge of Google Analytics and good experience/understanding of the use of Google Search Console
- Basic HTML knowledge and experience of WordPress
- Confident in reporting all findings to directors and client stakeholders

#### **Bonus Points**

- Google Ads knowledge/experience and social media advertising
- Experience of Google My Business and Tag Manager
- Knowledge and understanding of UX best practices for SEO
- Proficient in landing page creation
- Link building experience
- Previous experience with Adobe Creative Cloud (eg. InDesign, Illustrator, Photoshop etc)

#### **What you'll get from us...**

- Salary of £25k - £35k dependant on experience and what you can bring to the table
- 25 days annual leave, rising by 1 day for each year of service up to a maximum of 30 days
- Fully remote working (with occasional meet ups for meetings/socials if you can)
- Top of the range laptop and any other equipment required to set you up for remote working
- Paid training and constant ongoing personal development
- A serious and realistic opportunity to grow into senior/leadership positions as the business grows
- A supportive and collaborative environment where you can have a real say in key decisions and shape your own career and the direction and future of the business
- Auto-enrolment to our chosen pension provider, Smart Pension which includes free access to Smart Rewards providing you with over 1,200 benefits for discounts at major retailers, attractions, travel providers and more
- Further benefits to come as we grow and the opportunity to have your say on what benefits you receive

#### **Why work for Crio?**

We offer awesome creative solutions to our clients, but we do things a little differently here. You can only get so far by playing it safe. We encourage everyone we work with (clients and colleagues) to be ballsy, try new things, do the things they wouldn't normally dare to do, and ultimately produce work that'll set you apart from the rest.

We don't just say this, we will afford you the time, autonomy, training and resources to be creative and let your personality shine through so you can produce work that you and our clients are proud of. If there's something you want to learn, an idea you want to try, something you want to discuss, come at us!

People are at the heart of everything we do so we listen to our team and treat them with respect. We involve the team in all key decisions and even get their thoughts on the smaller things. It's important to us that we create an environment where people are happy, feel like they matter and know that they can really make a difference and enhance their career with us.

This is a fantastic opportunity to come in at a time where you can have a serious influence on business decisions and really take your career to the next level as the business grows. You can expect your career to flourish as the business develops as there will be opportunities to take on more responsibility, lead teams and work closely with the directors to help shape the business' future.