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## Digital Marketing Manager (paid ads, SEO & data analytics)

### Your Opportunity

We're looking for an enthusiastic, productive digital marketer obsessed with optimisation and data analysis, in search of their next challenge. If you want to take ownership of digital channels, drive lead numbers and help to shape a growing department then this could be the right role for you.

This is your chance to step up to the plate, and influence Applaud's future growth.

### Requirements

- Passion for digital marketing
- 2-5 years B2B/SaaS
- Google AdWords genius (certifications preferred but not required)
- Demonstrate evidence of managing advertising budgets
- Well versed in Google Analytics, LinkedIn advertising
- Experience in both keyword research and competitor research
- Contemporary knowledge of white hat search engine optimisation principles

### The Role

You'll join a team of over 80 talented people, and enjoy a challenging, rewarding and memorable experience. The role is permanent, full-time and home-based.

- You will manage the day to day running and optimisation of each Paid Search & Social advertising accounts (mainly LinkedIn)
- Daily analysis and optimisation
- Management of bids and budgets
- Keyword research & analysis

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- You will be responsible for reporting across all paid search, organic search and social activity
- Take ownership of all SEO activities including off page SEO including backlink auditing, monitoring and link building strategies
- Implementing sound on-page SEO techniques
- You will be responsible for creating and maintaining weekly performance reports
- Tracking setup and maintenance (including tracking codes generation, goals and funnels setup)
- Weekly, monthly and quarterly reporting on activities and results against agreed KPIs
- Increasing overall digital performance
- Maintain expertise on PPC best practice industry trends and innovations
- Tracking and reporting on keywords
- Working collaboratively with the wider marketing team to fuel creative content marketing strategies and support other marketing campaigns
- Building landing pages to support digital campaigns
- Build lists and manage data segmentation inside hubspot

## **The Benefits**

Your fun, rewarding and memorable Applaud experience also comes with:

- Competitive pay
- Performance based bonus
- Remote working
- Fun socials and team get togethers
- Experienced and motivated colleagues
- Training opportunities
- An unrivaled work-life balance
- PMI
- Life Assurance x 3

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- Employee Discount scheme
- Cycle to Work
- Holiday purchase
- Pension @ 5%.

## **About Applaud**

We are a pioneering HR technology provider who have been serving Fortune 500 companies in all verticals, globally, for over 10 years.

Applaud is built on the belief that employees should have the same exceptional technology experiences inside the world of work, as they expect outside the world of work, as consumers.

We're all gadget-obsessed, but people always come first, technology second, because it's consumer expectations that set our technology standards.