

## **Company Overview**

Drew Media Ltd is based in Littleport, Cambridgeshire and home to the award winning personal finance blog [www.emmadrew.info](http://www.emmadrew.info). Our goal is to help people to make money, save money and live the life they want. We achieve this through blog posts, social media updates and YouTube videos. We are expanding and looking for someone to join our small team as a Digital Marketing Executive.

## **Job Role**

We are looking to take on a Digital Marketing Executive to join the team, who will be responsible for maintaining the email marketing, creating and implementing sales funnels, writing blog posts, editing videos, SEO, image creation and more. As the Digital Marketing Executive, you will have strong writing and communication skills, as well as being able to use own initiative.

- Creating and implementing sales funnels
- Finding relevant sponsorship opportunities
- Social Media Management (Facebook, Twitter, Instagram, Google+, Pinterest, YouTube and others)
- Managing and maintaining SEO
- Managing email marketing
- Writing new, exciting and engaging blog posts
- Editing videos
- Curating monthly challenges for followers
- Creating images suitable for the blog posts and social media
- Increasing affiliate marketing sales
- Any additional ad hoc duties as required by the business.

## **Knowledge & Skills required for the Digital Marketing Executive role:**

- Knowledge of sales funnels
- Excellent copywriting skills and a creative mindset
- Strong written English
- Experience with video editing
- Experience engaging across various social media channels and online forums
- A desire to learn more about digital marketing
- Solid online skillset
- Any design experience is a bonus (Photoshop, Illustrator, Canva)
- Works well alone and as part of a team to achieve personal and team KPIs

## **What we can offer**

- Holiday – 21 days a year plus bank holidays, rising 1 per year (max 5)
- Company pension in place (opt out possible, if preferred)
- Hours: 37.5 per week between Monday - Friday 09:00 - 17:30
- Salary range £16,000 - £23,000

## **How to apply:**

Please send your CV and a covering letter detailing your experience and why you would suit this role to [hello@emmadrew.info](mailto:hello@emmadrew.info). If you have a blog or social media accounts you are proud of then please let us know, we would love to take a look at them.

No agencies please.