



SOUTH AUSTRALIA



# POSITION VACANT

## DIGITAL MARKETING EXECUTIVE

### Part-Time

We're looking for someone who is a strongly independent, knows the ins-and-outs of digital media, and is constantly on the forefront of digital trends. As the **Digital Marketing Executive** your role is responsible for the management and implementation of the company's digital marketing activity across owned and paid digital channels. The role will involve providing digital support for all campaign activity, events and the website. In addition, use your innovative talents to come up with ways to better promote our products and services in the digital space on a national and global scale.

#### Duties

- Campaign management and execution across both paid and owned digital channels
- Set up digital campaigns with a focus on Display, Social and Video channels
- Social media management including content creation, scheduling, customer engagement
- Respond to all customer enquiries
- Analyse digital data and provide insightful recommendations for improvements
- Website content management including creating new content and website updates
- Track website traffic flow and provide internal reports regularly

#### Skills and Experience

- Demonstrated experience working with digital marketing platforms developing
- Experience in developing digital marketing campaigns and implementing tactical digital marketing
- Involvement in, social media, rich media and devising integrated marketing plans that deliver commercial results
- Identify digital marketing trends, opportunities and provide solutions based on these insights
- Understanding of Google Adwords/Analytics
- Ability to create compelling digital content for social media channels, website and e-flyers
- Must have strong copywriting skills and have an understanding of legal covenants
- Excellent communication skills and attention to detail
- Ideally tertiary qualifications in Marketing, Digital Marketing or Communications

**This is a part-time role working a minimum of 15 hours per week.**

If you are a driven team player, looking to succeed in a culture of empowerment and accountability please visit our website [www.majestichotels.com.au](http://www.majestichotels.com.au) and download the position description.

Applications to: *(must include cover letter and resume)*

**Lucy O'Brien** - Director of Sales and Marketing - Majestic Hotels - SOUTH AUSTRALIA

E: [employment@majestichotels.com.au](mailto:employment@majestichotels.com.au)

**Applications Close: 31 May 2019**

Majestic Hotels employees may apply for this position and will be considered in line with other external applicants. Decisions will be made based on relevant experience, skills and merit. Prior to submitting your application, we encourage you to advise your manager.