



Digital Marketing Executive

Who Are Wagada?

We're a rapidly growing, award-winning digital marketing agency based in St Albans, Hertfordshire.

At Wagada we love what we do and we certainly have fun while we're doing it! We're passionate about getting our clients' businesses to the top and we're happy to go that extra mile to see them succeed. We work with clients big and small in a variety of industries.

Flexible working is at the core of Wagada, so a bespoke flexible working plan is offered, and we operate a four-day week on the last week of every month so that the team can have an extra day's holiday per month.

What's the Job?

As a Digital Marketing Executive you'll work alongside our Account Managers and the SEO team to formulate plans for clients' websites. You'll work closely with our clients to understand their needs and plan and manage their ads to fit in with these.

You'll have a passion for strong digital marketing campaigns and an understanding of what a strong website landing page looks like. This is a great role for developing your skills in digital marketing and gaining experience in many of the fundamentals: keyword research, optimising websites, technical SEO, algorithm updates, content marketing, local SEO, user journey and many of the key tools we use in SEO: Google Analytics, SEMRush, Screaming Frog... You will work with our clients to optimise their websites to gain the best results.

We will provide full training on how to achieve strong rankings for our clients. You'll learn how technical SEO can boost ranking, as well as optimising content for SEO purposes.

We're a growing company and, if you're ambitious, want to keep learning and are looking to make your mark in a fast-moving small business, we'd love you to grow with us. Training is key at Wagada so that we can keep up to date with the changes in digital marketing, so you'll have plenty of opportunity to learn new things. We'll offer you excellent opportunities to progress and a flexible, sociable working environment.

Do You Fit the Bill?

Wagada | **St Albans**

Old Building, New Barnes Mill
Cottonmill Lane
St Albans, Hertfordshire
AL1 2HA

Wagada | **Cheltenham**

Festival House, Jessop Avenue
Cheltenham
Gloucestershire
GL50 3SH

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We're not your average marketing agency, so this isn't your average marketing position. You'll have at least one year's experience in a marketing position and be looking to develop further digitally and learn SEO. You'll therefore need to have a passion for all things digital and be keen to expand your knowledge and skills.

We're a busy agency, so you'll be ready to muck-in with the rest of the team to get things done, but also be willing to down-tools from time to time to join us for a Bake-off, game of darts or a ping-pong competition too!

The Nitty-Gritty

You can find more information about the job in the attached job description, but here's the most important stuff:

Pay: £18,000 - £32,500 depending on experience

Hours: Full-time, 9.00am-5.30pm (37.5 per week), Monday-Friday

Holiday: 20 days per year, plus a bonus day at Christmas, plus public holidays (rising to 22 days after 2 years, 23 after 3 years and 25 days after 4 years)

Do You Want to Get Wagadised?!

If you like the idea of working as part of our fun, hard-working team, then please get in touch by emailing a copy of your CV and a covering letter telling us how you fit the bill. Applications without a covering letter will not be considered.

We hope you'll understand that, as we're expecting lots of applications, we'll only be able to get in touch with you if yours has been successful.

Key Accountabilities:

- Understanding all aspects of our clients' marketing campaigns to ensure they fit in with other activity online and offline;
- Working closely with the account manager to understand the client's needs and planning their activity in line with these;
- Track results and metrics for monthly reporting;
- Manage clients' day to day needs, including strategic planning and execution of activities, client liaison, meetings, calls and emails
- Liaise with the team re tasks, allocation of work and deadlines.
- Work with the other members of the SEO team, as well as using the data available, to plan out activities for clients
- Google Analytics analysis.

- Managing monthly hours effectively so that clients get the biggest impact from their investment
- General on-page optimisation of content – checking keyword density/researching and adding related language/changes to layout (editing footers/headings etc)/adding crosslinks and external links/sourcing and adding images
- Competitor analysis and reporting, with particular reference to pricing, presentation and promotion.
- Keyword research and mapping
- Assessing domain authority and inbound links for our clients/competitors.
- Keeping up to date with changes in Google and assessing their impact on our clients' websites.
- Formulating plans to boost the ranking of our clients' websites
- Website fixes – 404s/H1s/indexed pages/301 redirects etc
- Local SEO – helping clients looking to rank for localised phrases.
- User experience research to make our clients' websites as streamlined and effective as possible.
- Content marketing – researching and planning new content.
- Liaising with web designers to make improvements.

Essential Skills and Qualifications :

- You have experience of Google Analytics
- You're a native-like English speaker with impeccable spelling, grammar and English Language skills;
- You're an experienced marketer who can write clear and accurate content;
- You're professional;
- You have an eye for detail;
- You're adaptable, a self-starter and have a can-do, hands-on approach.
- Strong organisational skills
- Experience of using the main CMS platforms (especially WordPress)
- Technically literate of main computer packages/image editing
- An understanding of customer intent and the structure of a strong landing page.

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digital

