



Full-time Online Digital Marketing Executive

Who we are?

Varn is a unique company that combines website development with search engine optimisation, digital marketing, PR and website statistical analysis. Our aim is always to make our clients' websites and sales channels more profitable and outperform their competitors.

We've been operating for just over six years, and we're looking for a talented and enthusiastic Online Digital Marketing Executive to assist with the growth of our business.

We're a young and fun but growing business, so if you have the drive to make a difference to our business and you relish the opportunity to work within a new, dynamic company with exciting prospects then you will fit in well.

We are firm believers in employing for attitude and training for skill, so if you have the knowledge and experience for the key responsibilities below and a passion to learn new skills with a 'can do' attitude, then that will certainly help.

Overview of requirement

If you have knowledge of SEO, marketing or copywriting and are interested in working for a growing digital marketing agency then we have a great opportunity.

You should be a passionate, proactive individual with a keen interest in the world of online marketing. You do not need to be an SEO guru just yet as we will provide training to help you develop into one, but you will already have a good understanding of SEO techniques and industry tools.

The Online Digital Marketing Executive will support the day-to-day online marketing and office duties which help make sure our projects run smoothly and that targets and goals are achieved. You will be responsible for creating content, researching and connecting with bloggers and writers, updating blogs and websites, some social media, occasional image editing and competitor research. As you will also be involved in the day to day running of the office, numeracy and proficiency with Microsoft Excel, Word and PowerPoint are important qualities as well as having a good phone manner. Depending on skills and interests this role may also include some additional paid digital marketing work.



You will also need to be enthused by the idea of being part of a dynamic and creative company and excited by being an integral part of its growth.

As well as working on the online marketing projects, you will also be expected to speak to clients on the telephone, assist in answering the phone and respond to customer enquiries via email. Therefore, effective written and oral communication skills are also very important for this role.

Who we're looking for?

The following list is an attempt to define the key attributes we require in a successful candidate.

1. Highly dependable with lots of enthusiasm
2. Very organised with a good attention to detail
3. Focused on providing a great service to customers
4. Flexibility - We're a young and growing company so sometimes you'll be expected to perform other tasks
5. Adaptable to change - As the business grows, so will our systems and our staff. Change is inevitable, and we're interested in people who see this as an opportunity, not a threat.
6. Self-sufficient - There will be some elements of independent working expected.
7. Problem solving - If things go wrong, can you help put them right?
8. A sense of humour

Experience & Skills

The successful candidate should ideally have:

- Previous experience writing and producing content, with the ability to type efficiently.
- Experience of performing an administrative/product function in an office environment.
- Very computer literate and experienced user of software, including Microsoft Word, Excel, PowerPoint and helpful, but not required, if any knowledge of Photoshop.
- Experience of using WordPress and other Content Management Systems.
- Experience of search engine optimisation/digital marketing.
- Competent on Google and Google Analytics, and knowledge of Facebook, Twitter, LinkedIn and WordPress.
- The communication skills to participate in meetings with other members of Varn.
- Support our managers with the planning and implementation of SEO strategies.
- Project management qualities to keep client campaigns proactively progressing.



Any additional experience in the following areas would also be an advantage;

1. Use of industry tools such as Searchmetrics, SEOProfiler, SEMrush, Majestic, Moz, Google Search Console, and Google Trends etc.
2. Experience of Google AdWords and Google Shopping. YouTube Ads knowledge also an advantage.
3. Knowledge of Facebook Ads, Twitter Ads and other social advertising platforms

This role profile is not exhaustive; it will be subject to periodic review and may be amended to meet the changing needs of the business. The successful candidate will be expected to fully participate in such a process if required to positively develop the role.

Qualifications

Strong numeracy skills are essential and we expect applicants to be qualified to at least A Level or equivalent, in addition to have GCSE grades C or above in English and Maths. Other qualifications are helpful but are not essential.

The Package

Starting salary £18,000 - £22,000, depending on experience, based on a 37.5 hour week.

Holiday initially twenty days plus statutory bank holidays. The successful applicant will start on a three month probationary period.

Perks

- Your choice between Mac or PC
- Beautiful (and soon-to-be renovated) office located in Bradford on Avon
- Game room complete with pool table and pinball machine
- Complimentary drinks
- Regular team lunches
- Training and upskilling provided

How to Apply

To apply please email your CV to Thomas at careers@varn.co.uk with a covering letter explaining why you would be suited to this role and what excites you about it.

Please note that your CV and covering letter must reach us by Friday 12th January 2018. Interviews will be held on Tuesday 23rd January 2018. The successful candidate will ideally start work on Thursday 1st February 2018, although this can be flexible.