

Marketing Executive (eCommerce) - Graduate Career Opportunity

Marketing Executive required by award winning and highly successful eCommerce company based in London. Competitive salary package offered for the right candidate. This role would suit a motivated and driven recent Marketing Graduate with some experience in the commercial world, looking to take their next career step. Some flexible remote / freelance working will be considered for the right candidate.

We are looking for a talented and result focused Marketing Executive with a background in multiple marketing channels especially online (display, affiliate, PPC). A proactive 'can do' attitude, boundless enthusiasm and resourcefulness, analytical and detail-oriented mind-set is critical for this position. This is a key role where your work will contribute directly to the company's revenue and shape the future of the entire business.

You will develop and implement Direct Response advertising campaigns in order to gain a larger market share across multiple countries globally. You will learn the secrets of in-house media buying in order to driving profitable traffic online, with a great mixture of analytical and creative tasks. In addition to acquisition marketing, you will learn and work on nurturing our active customer base with promotions using newsletter marketing, onsite communications and SMS.

Responsibilities:

- Run and optimise existing marketing campaigns, using creative ideas to scale volumes of traffic
- Work closely with the Marketing Team to penetrate each existing market using advertising techniques used by the smartest Direct Response advertisers in the industry.
- Lead geographic expansion strategy, working with people from various teams including the Tech team and business development.

Skills and Experience

- Comfortable using marketing KPIs such as CPL, CPA, CTR, CPM, CR;
- Expertise in online and mobile analytics and developing metrics
- Experience in marketing innovative forms of user experiences online or on mobile
- Highly diligent, confident in making decisions based on real time data and eager to learn;
- Ability to manage multiple projects and thrive in a fast paced environment;
- Proficient knowledge of Microsoft PowerPoint, Microsoft Excel and Microsoft Word
- Strong analytical skills with the ability to manage and analyse large data dumps
- SQL knowledge highly desirable.
- Innovative and problem-solving abilities
- Fluent English speaker with excellent communication skills

A 9-5 attitude is not what we are looking for – we work hard and play hard.

If your mind is screaming of excitement when you are reading this, you could be the right person for us!

Apply Now with your CV and a Covering Note telling us why! Please send your application to humanresource@madbid.com.