

Effective for: January 2017

## JOB DESCRIPTION & ACCOUNTABILITIES

<b>NAME:</b>		<b>REPORTING TO:</b>	<b>Digital Acquisition Manager</b>
<b>POSITION TITLE:</b>	<b>Digital Marketing Executive</b>	<b>DIRECT REPORTS:</b>	<b>None</b>
<b>DEPARTMENT:</b>	<b>AU/NZ Marketing</b>	<b>LOCATION:</b>	<b>Melbourne</b>

### POSITION PURPOSE:

This role will work across all paid digital media for all four brands in Australia and New Zealand ensuring that all channels perform at their best with increased conversions and engagement. The Digital Marketing Executive will play a key role in improving the performance of digital media in Australia and New Zealand and broadening the role and channel mix of digital media. They will also coordinate all digital campaigns and BAU activity.

### QUALIFICATIONS AND EXPERIENCE

- Tertiary qualified in marketing, business or similar
- 2+ years in a similar role
- Proficient in the use of Microsoft Office (particularly Excel) and Google Analytics
- Previous experience within a campaign-heavy digital marketing role
- Experience in social media advertising and Google AdWords highly regarded

### OTHER SKILLS AND ATTRIBUTES

- Understanding and alignment with Intrepid's core values
- Excellent communication and relationship skills
- Analytical mindset
- Effective time-management skills including the ability to prioritise and work well under pressure
- Ability to work independently and in a team
- High attention to detail
- Proactive attitude
- A desire to further develop skills across digital marketing platforms
- Passion for digital marketing and analytics

<b>Operational Accountabilities of Role</b>	<b>Benchmark Measure</b>
Campaign management for digital aspect of campaigns. This includes briefing Studio for creative, briefing agencies on activity required, actioning anything that needs to be done in-house and monitoring and optimising the campaign as it progresses	All campaigns go live on time with the correct assets and perform to expected levels
Coordinating all paid digital activity such as PPC, paid social, display, affiliates, 3rd party EDM, lead-generation etc including planning, development and execution	Increase in conversions and ROI of paid digital media
Build strong relationships with the digital agencies and support them on campaign set-up, performance and reporting	Increase in productivity from agency and positive feedback from agency in monthly reports/feedback
Produce regular reports that are accurate and capable of guiding our digital spend and activity	Digital Acquisition Manager and marketing department give positive feedback on the quality and usability of the reports provided
Monitor digital marketing performance and optimising as necessary	Campaigns increase performance on previous year's campaigns
Work with the internal studio and marketing department on campaign set-up and creative	Campaigns have strong, 'best-practice' digital assets

<b>Operational Accountabilities of Role</b>	<b>Benchmark Measure</b>
Work with web team to make changes to optimise websites to increase conversions	Increase website conversion of paid media from same time the previous year
Monitoring and coordination of the digital marketing budget throughout year	Budgets up-to-date and align with finance records
Contribute to the development and delivery of digital marketing strategies and activities	Annual plan delivered and actioned
Briefing in creative for digital elements of a campaign	Provide clear, timely briefs to Studio
Perform tests and analyse results to improve conversion rates	Constant improvement of campaign performance