

## Job Description

Details of the role	
<b>Department</b>	Corporate Affairs/Marketing
Job title	Digital Marketing Executive
Temporary/Permanent	Permanent
Reporting to	Senior Marketing Communications Manager
Breakdown of the work involved	
	<p>We are looking for a commercially focused digital marketing professional to join our small but busy marketing team. As one of the best-known financial services brands in the Irish market, marketing output is broadly focused on integrated campaigns, brochureware; events; sponsorships and partnerships; social media; research and content marketing to meet the business development and communications objectives of the firm. Working with the team, the successful candidate will play a key role in overseeing our digital channels to develop the Goodbody brand, its positioning and visibility in the market.</p> <p><b><u>Responsibilities</u></b></p> <ul style="list-style-type: none"> <li>• Oversee digital channels and use them to drive brand awareness and generate leads</li> <li>• Manage multiple digital channels working closely with the brand team content creators to improve strategy and increase engagement</li> <li>• Plan digital marketing campaigns, including web, SEO, email, social media and display advertising</li> <li>• Schedule and deploy emails according to best practices. Perform A/B testing when appropriate</li> <li>• Optimally use our social media management tool to schedule, deploy, make recommendations and coordinate content received from the team</li> <li>• Review SEO projects and perform ongoing SEO analysis</li> <li>• Video editing to support content marketing strategy</li> <li>• Perform web updates and complete quarterly website audits with an eye on end user experience and optimisation as well as working with our digital agency.</li> <li>• Create and present analytics reports on social channels, email performance, digital advertising and web performance, using insights to drive future marketing plans</li> <li>• Assess digital advertising opportunities and make recommendations</li> <li>• Collaborate and maintain relationships with third-party vendors</li> <li>• Collaborate with the Brand team to create landing pages for marketing campaigns so as to optimise user experience</li> </ul>

Role Requirements	
	<ul style="list-style-type: none"> <li>• 3-4 years of experience in a similar role, ideally in a financial services or professional services industry</li> <li>• Degree in marketing or a related field</li> <li>• Proven track record managing multiple projects for key stakeholders</li> <li>• Previous experience managing email deployments</li> <li>• Experience with A/B and multivariate experiments</li> <li>• Able to complete web updates</li> <li>• SEO project management</li> <li>• AV/studio experience an advantage</li> <li>• Strong analytical skills and data-driven thinking</li> <li>• Advanced Google Analytics</li> <li>• Familiar with CRM systems</li> <li>• Experience managing relationships with third-party vendors</li> <li>• Up to date with the latest trends and best practices in online marketing and measurement</li> </ul>
How to Apply	<p>Please send your Cover Letter and CV to <a href="mailto:careers@goodbody.ie">careers@goodbody.ie</a></p> <p>Please include responses to the following:</p> <ul style="list-style-type: none"> <li>• What is your expected salary?</li> <li>• What is your current notice period?</li> <li>• Are you eligible to work in Ireland?</li> <li>• Have you been employed by AIB or any Group Company within the last 2 years? If 'Yes', please confirm your date of leaving AIB Group or any Group Company?</li> </ul>

Goodbody has been a strategic advisor to entrepreneurs, families, private and public companies for over 145 years. We are a full service, investment-led business offering wealth management, asset management and investment banking services. How we work is equally important to us. Deeply proud of our heritage and reputation, quality advice and exceptional client service is at the core of our offering. Thanks to the commitment of all our employees Goodbody was recognised as a Great Place to work in 2018 and 2019. If this sounds like a company you'd like to work with, we'd love to hear from you.

Goodbody is an equal opportunities employer and is committed to fostering an inclusive workplace which values and benefits from the diversity of our workforce.

Please read the Goodbody Recruitment Privacy Notice. By submitting your personal data to us, you acknowledge that you have read and understood this Privacy Notice and agree to the use of your personal data in line with this. We will only use the information that we collect about you lawfully in accordance with the Data Protection Acts, 1988 and 2003 and the EU General Data Protection Regulation (GDPR).

Goodbody Stockbrokers UC, trading as Goodbody, is regulated by the Central Bank of Ireland. In the UK, Goodbody is also subject to regulation by the Financial Conduct Authority. Goodbody is a member of Euronext Dublin and the London Stock Exchange. Goodbody is a member of the group of companies headed by AIB Group plc.