



Who are WonderDays

WonderDays are the UK's fastest growing gift experience day provider! We work with some of the biggest brands in the UK's leisure, tourism, hospitality and experience day sector. We are a fun, enthusiastic and a forward-thinking team delivering memories and experiences of a lifetime to people all across the UK.

About you

Are you looking to kick start your career in modern digital marketing? Are you ready to push new boundaries with innovative ideas to create better and new experiences for our customers?

As a Digital Marketing Executive at WonderDays, you are innately curious and will be eager to expand your knowledge and embrace new challenges across various marketing disciplines.

You approach your work with genuine enthusiasm, foster a friendly and positive atmosphere and work in a collaborative approach using solid interpersonal skills.

You take brand reputation seriously and put customer experience front and centre of everything you do.

You prioritise action, you focus first and foremost on what matters most and iterate towards the ideal outcome to bring the best results.

You know that all problems can be solved with the right approach and your focus and optimism help you to overcome challenges.

You take full responsibility for delivering on your commitments, ensuring your work is seen through to completion with end-to-end accountability.

This role presents ample room for professional development within our organisation. Whether it's mastering SEO, CRO, SMM or other areas of the digital marketing mix, you will acquire a diverse skill set that will shape your future in marketing and your journey with WonderDays.

What do your responsibilities look like?

Daily life will look like:

- Curation and creation of high quality imagery and video content
- Conducting on-going research and contribute creatively to generation of marketing ideas and optimisations to the customer journey
- Support our Digital Content Manager in producing other creative digital content with a high SEO value to support paid digital campaigns, such as blog posts, website content where required and organic social media posts

- Monitoring and reporting metrics of the paid ads accounts
- Proactive keyword research and competitor analysis
- Manage the company's affiliate marketing with our third party affiliate marketing providers
- Work within our marketing tech stack (e.g. Live Chat, CMS, CRM etc) to implement automations that improve our customer journey
- Oversee and monitor daily activity on company social media accounts and respond where required
- Use of cutting edge AI powered marketing techniques to optimise content, analyse customer feedback and so much more

Every month you will:

- Reporting to key stakeholders, working with the Head of Marketing and Digital Content Manager to identify where improvements/beneficial changes can be made
- Monthly competitor analysis and market research
- Attend meetings, assist at events or other work away from the office may be required on an ad-hoc basis
- Other general, reporting or administration tasks where required

What sort of experience are we looking for?

- Strong and demonstrable experience with visual design
- 1 year minimum digital marketing experience
- A proven track record for strong SEO optimised content marketing
- Experience and strong knowledge of reporting data and analytics
- First class written and verbal communication
- Strong organisational, time management and task management skills
- Experience in setting up, running and maintaining successful ads campaigns
- Demonstrable experience in maintaining a website using a CMS
- Experience with email marketing software and/or CRM software
- Experience of affiliate marketing preferable but not essential
- Full driving licence and own mode of transport

What sort of skills should you have?

- Use of a design tool such Canva, Photoshop or equivalent
- Use of a CMS, such as WordPress or equivalent
- Use of a CRM, such as ActiveCampaign or equivalent
- Have experience of managing ads in any of the following platforms: Google Ads, Bing Ads, YouTube, TikTok, Facebook, Instagram
- Use of an office suite, such as Office365 or Google Business Suite

If any of this sounds exciting to you, but you don't necessarily have the experience, we'd still like to hear from you!

Submit your application through indeed accompanied **with a cover letter** that demonstrates your passion for digital marketing and any portfolios or past projects you may have worked on.

We're excited to receive your application and good luck!

Live Job: <https://www.wonderdays.co.uk/>