



Senior Digital Marketing Associate - Google Analytics & SEO - Global Luxury Goods Retailer

Global Luxury Goods Retailer is seeking a talented Senior Digital Marketing Associate for their growing Marketing Team. This position reports directly to the Marketing Manager and requires advanced expertise in GOOGLE ANALYTICS and SEO (Search Engine Optimization). Ideal candidates will have at least 5-10 years of Marketing experience, preferably with a Luxury Goods, Fashion or Retail Brand.

Key Responsibilities:

Guarantees that all digital communications activities on both a strategic and operational level are completed to the Brand's standards of excellence.

Executes and manages all GOOGLE ANALYTICS and SEO, SEM and PPC for the Brand.

Delivers digital media plans that are impactful, flawless, and efficiently executed.

Supports the value of the Brand's digital media investments on an on-going basis.

Ensures that the Brand has the expertise required to support its digital media agenda in social, digital, and mobile platforms.

Manages the Brand's digital strategy so that it adapts to ever evolving technologies and digital best practices.

Collaborates with Training Team and Marketing colleagues to receive the training and support required to support its digital communications initiatives.

Conducts successful and meaningful communications with partnering agencies in support of digital media activations and overall on-going activities.

Manages the success of the Co-Op Digital Media.

Confirms that all Brand guidelines are maintained.

Key Skills:

5-10 years exp with SEO, SEM & PPC

Digital Brand and Product Management

E-Commerce platform functionality

Google Webmaster tools – Google analytics

Search Engine Optimization

Digital advertising (search, display, paid social)

Social media

Media planning

Written and oral communication skills

Relevant computer skills (Outlook, Excel, Powerpoint)

Time management

Attention to detail

Record keeping

Project management

Digital media platforms functionality

Digital media strategy and plan management

Website development

Basic web technical knowledge including development skills inclusive of Meta Data,

HTML, URLs and Domains

Digital media execution, monitoring and reporting

Written and oral communication skills

Research and reporting

Data analytics

User experience expertise and analysis and strategy based on data driven insights

Microsoft Suite – including Outlook

Company offers first class Health Benefits, Opportunity for Growth & Work Life Balance!