

# ORCHID

## JOB DESCRIPTION

### DIGITAL CAMPAIGN MANAGER

---

#### Overview

The Digital Campaign Manager works across a number of client accounts. Your role is to work with our in-house team to plan, write, manage, deliver and evaluate campaigns for our clients on a day-to-day basis, whilst ensuring these projects are delivered on time and in budget. We are a creative agency, so you will need to know your stuff when it comes to design, with an interest in current design trends and an understanding of design workflows. You will be expected to support with pitches, contribute campaign-winning creative ideas, and proactively go after new work for the agency.

#### You will have experience of:

Managing client accounts and delivering cross-channel campaigns and projects, across social, web, and digital including the following:

#### Social

- Experience in delivering social campaigns (FB, Twitter, LI, Insta), with understanding of goals, conversions and audience profiling / targeting / testing / reporting.
- Familiarity with using Hootsuite (or similar platforms).
- Familiarity with growing and new emerging platforms such as Reddit, TikTok, and InstaTV.
- Experience with social listening tools / forums / Google alerts etc.
- Ability to analyse and interpret user data from social channels.

#### Web

- Ability to use Google Analytics to analyse and interpret user data.
- An understanding of SEO best practice; ability to audit SEO to make recommendations to clients.
- A basic understanding of UX best practices.
- Experience with managing web design projects (e.g. WordPress), and familiarity with how websites are prototyped for clients. Experience using website CMS systems (e.g. WordPress).

#### Digital

- Experience with digital advertising rollouts, e.g. setting up and optimising Google Adwords campaigns and audience profiling (inc. Display, PPC)
- Ability to plan, write, manage, deliver and analyse email marketing campaigns (preferably Mailchimp).
- Ability to project manage video/animation projects.

# ORCHID

## Your day-to-day responsibilities will include:

- Day-to-day management, creation and delivery of client digital marketing campaigns within time and budget constraints.
- Consult clients about campaign requirements and objectives, formulate strategies, agree timescales and budgets, and brief in work accurately to designers.
- Support with pitches with the input of fresh and innovative ideas.
- Build trust and become the main day-to-day point of contact for your assigned client accounts. Look for ways to increase client satisfaction.
- Monitor, chase work, and provide timely status notifications.
- Plan and manage your own time using Orchid's WorkflowMax system.
- Co-ordinate and manage external suppliers to ensure joined-up, cost effective solutions.
- Understand the need to keep the business profitable, and achieve billable targets, as outlined by the Directors.
- Maintain and develop contacts, follow up on networking opportunities.
- Assist Director to plan, deliver and evaluate Orchid's owned channels and digital strategy.
- Understand Orchid's vision and business objectives.
- Be an ambassador for Orchid.

## About you

- At least five years' experience in client relationship management, including working in an agency environment.
- Solid understanding of marketing, advertising and content management principles and design workflows.
- A persuasive and confident approach to planning and delivering campaigns.
- Excellent written and oral communication skills.
- Effective project management capabilities.
- A keen attention to detail and budget management skills.
- Passionate about social listening, noting trends and generating ideas.
- The ability to work unsupervised to ensure timely delivery of campaigns.
- The role can be demanding, so real motivation is required to thrive.

## To Apply

Please send your CV with a covering letter explaining how you meet the person spec for the role to Allan Watts [allan@orchid.je](mailto:allan@orchid.je) by Friday 30 April 2021. If you would find it helpful to have an informal chat about the post, please email Allan and we can set up a time to have a chat.