

WE NEED A DIGITAL MARKETING EXECUTIVE

Your mission: to engage clients and prospects with the Face & Body® and DRVICTORIA™ brands by implementing the quarterly marketing strategy. To support the MD in identifying opportunities to grow the brands through increased reach and engagement. To work with other team members to create engaging content that tells stories, builds certainty and has compelling calls to action.

THE OUTCOMES...

1. Generate leads...

- Convert website and social media visitor browsers into enquiries
- Generate content with strong calls to action that increase browser to enquiry conversion rates

2. Generate partner referrals...

- Establish new partnerships who will refer their customers seeking outcomes achievable with our services
- Keep partners informed about our services and the success we are achieving for their customers

3. Convert ad-hoc customers into loyal clients...

- Increase customer loyalty through engaging newsletters, social media posts and blogs
- Implement value-add promotions and loyalty reward schemes

4. Generate client referrals...

- Manage a campaign encouraging clients to recommend family and friends

5. Ensure compliance with GDPR in everything we do...

- Ensure we record appropriate consent for marketing and testimonial activity - update and stop activity where consent is withdrawn
 - Manage and record the publication channels of testimonial content in digital and print channels
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YOU...

- are passionate about health & beauty
- are an excellent communicator
- ... and an even better listener
- love marketing and design
- have a creative mind
- have strong copy writing skills
- have demonstrable video creation / editing skills
- are competent HTML, PHP, Javascript, CSS skills
- are au fait with Adobe & Microsoft software
- are competent with Google Analytics and Adwords
- are au fait with Facebook & Twitter marketing
- are competent at project management

WE...

- are a multi-award winning clinic in the city centre
- are a vibrant, buzzy team
- provide continuous professional training
- give you 28 days holiday
- ... and an extra day once you have been with us 3 years
- give you discounted treatments and skincare
- celebrate your birthday with cake and pressies!

The important bits:

This is a **full-time position** at 35 hrs pw, with a 6 month probation. To conform to industry regulation all our job offers are subject to Disclosure Scotland checks. Salary: £20k-£24k,

Please email your CV to Hamish Dobbie, MD, using apply@faceandbody.co.uk by 2pm Friday 18 May 2018.

faceandbody.co.uk

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