

DIGITAL MARKETING GURU – Part-time

If you live and breathe digital marketing, we want to talk to you. We are looking for a Digital Marketing Guru to develop, implement, track, and optimize our digital marketing campaigns across all digital channels.

You should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. Digital marketing Gurus will work with the marketing team, supporting teams (such as programmers), and vendors to launch campaigns on time and on budget.

Objectives

- To bring the group brands together through our digital presence of websites, social and online communication.
- Improve our online visual design through all mediums and set us apart from all others.
- Increase our customer interaction / communication through our digital presence and engage our customers in meaningful dialogue.

Responsibilities

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media strategy
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Conceptualize and implement all creative and design

Requirements and Skills

We are an equal, diverse, and all-inclusive team. Minimum 2years digital marketing/creative design experience in the below:

- Word Press, Google Analytics, Google Ads, Meta Business & Adobe Creative Suite.
- Must be Sydney, Australia based, as HQ is on Sydney' Northern Beaches for Part-time role
- Hybrid work option available for the right candidate

If this role excites you, please send CV and cover letter to gina@perfecttravelgroup.com