

Role: Digital Marketing Executive  
Ref: 2017\_10\_01  
Term: Permanent (part time)  
Salary: 20k-25k depending on experience

## Overview

At Twisted Wrist Limited we are looking for a Digital Marketing Executive to build, manage and execute our digital marketing strategy for our growing Wearable technology business.

The role is part-time, hours are Monday to Friday 9:15-13:00, and you will work from our office in Carrigaline, Co.Cork

## Role & Responsibilities

- Create a marketing plan for the online business which includes both building brand awareness and a direct-to-consumer sales strategy
- Execute on the marketing plan that you create, you will be the only marketing resource at least in the initial few months
- Develop paid and organic campaigns, and aggressively scale and optimize digital marketing on Facebook and Google
- Collaborate with the team to make exceptional marketing collateral, campaigns, and landing pages
- Develop budgets and experiments for new and existing media campaigns
- Look after social media channels, campaigns and promotions
- Ensure proper tracking, attribution, and consistency across channels
- Use data and reporting tools to expand, evolve, and optimize campaigns
- Provide thought leadership, strategic insight, and clear communication (written and verbal).
- Be in constant communication with team members
- Negotiate with strategic partners to build online presence
- Optimize content for SEO

## Requirements

- 3+ years of digital marketing experience.
- 2+ years managing Facebook Ads and Google advertising campaigns
- You must have excellent copywriting skills.
- Excellent communication skills
- Hands-on experience developing and running SEO and PPC campaigns
- Fluency through both written and spoken English language
- Be extremely knowledgeable about conversion rate optimization and best practices.
- Be extremely comfortable with A/B testing tools and methods to prove statistical significance.
- Conduct market research by analysing Facebook, and GDN audiences to pick the right targeting for each campaign.
- Be comfortable using tools like Google AdWords, Google Analytics, etc.
- You must have an extremely sharp eye for detail and a strong sense of what types of creativity will be both effective for conversion and representative of the TwistedWristWear brand.
- Strong Photoshop skills are a plus
- You must be a world-class individual contributor to thrive at TwistedWristWear. **You will not be here just to tell other people what to do.**