

Digital Marketing Executive



Too many older people have no one to turn to for support. We believe no older person should have to struggle alone. We're Age UK, the UK's leading charity for older people. We provide information, support, friendship and advice when it's needed most. Our services are a lifeline – could you help us reach even more people who need us?

The job, in a nutshell

We are looking for an enthusiastic and creative Digital Marketing Executive to join the Digital Marketing team to support with the delivery of our digital marketing strategy with a focus particularly on email marketing.

What you'll do for us

- Contribute to the planning, build and delivery of email marketing communications.
- Help to promote email as a marketing channel across the organisation
- Work with the team on a wide variety of digital marketing activities across website, PPC, SEO, planning and more.
- Use Google Analytics, Google Data Studio, and other tools to build reports.
- Support with analysing campaign performance and report learnings and successes back to other key stakeholders.
- Carry out administrative and operational tasks that contribute to the broader work of the digital marketing team.



“This is the most varied job I've ever had - there is never a dull day!”

Rebecca King
SENIOR BRAND
IDENTITY MANAGER

Our values



Collaborative



Impactful



Ambitious



Inclusive

Digital Marketing Executive



Must have:

- Experience of working in a marketing role or related setting (corporate or charity).
- Experience using email marketing platforms.
- Experience of working on marketing campaigns.
- Excellent attention to detail.
- Excellent communication skills.
- Excellent written communications skills and can demonstrate prior experience of developing engaging content.
- Ability to work with multiple stakeholders.

Great to have:

- Knowledge of Google Analytics, Google Data Studio, or other reporting and analytics tools.
- Marketing or communications related degree.
- Experience of working with email marketing data.
- A good understanding of marketing principles and how campaigns are managed across different channels, specifically email marketing, PPC, SEO and social media.
- Understanding of SEO and PPC best practice.
- Some knowledge of data protection best practices.
- Experience working in a hybrid working environment.
- Working knowledge of Microsoft Teams and other Office 365 programmes.

Location

We use a hybrid model of home/office-based working.

People management

None

Division

Brand and Communications

Department

Digital Marketing



ageuk.org.uk

Age UK, 7th Floor, One America Square, 17 Crosswall, London EC3N 2LB.
Registered charity number 1128267. Company number 6825798.