



DIGITAL MARKETING SPECIALIST

An exciting opportunity for an experienced digital executive to lead digital marketing for Realtair's growing suite of brands. Reporting into the Head of Marketing the candidate will be responsible for setting up, monitoring, managing and optimising paid search, paid social and all aspects of digital marketing efforts. You will be working within a small, nimble marketing team and you will have the opportunity to directly impact digital media strategy working alongside the Head of Marketing.

About You

- You must be flexible and willing to help with other duties when required
- Must be detail-oriented, analytical, and results-driven
- Positive attitude with a willingness to learn and grow within the team

Position Accountabilities

Reporting to the Head of Marketing, your key responsibilities will include:

- Work with Head of Marketing to manage the budget, measure, analyse and report ROI for media spend against established metrics.
- Set-up, monitor, manage and optimise paid search, display on LinkedIn, Facebook, Twitter, YouTube, Google AdWords and other online media accounts.
- Managing multiple digital campaigns with a strong knowledge of SEM, SEO, Display, Mobile and Social
- Setup and complete reports in a timely manner with actionable insights
- Complete regular, timely, and accurate ongoing maintenance and optimisation of campaigns to ensure they meet objectives
- Continually upskilling your knowledge of paid search, paid social and online advertising
- Provide recommendations to improve campaign performance including landing page wire-frames, bugs and errors picked up etc

Experience

- 3+ years experience in a Digital Marketing role
- Relevant tertiary qualifications in Marketing (desirable)
- Google AdWords Certified (required)
- Google Analytics experience & Google Tag Manager
- Advanced knowledge of standard and current SEO practices
- Facebook Blueprint certified (desirable)
- Strong expertise with ad serving, digital tracking, attribution modelling, analytical suites (DoubleClick, Google Analytics, Adobe Analytics, etc.)
- Experience with B2B audiences or SaAS (desirable)
- A strong understanding of the digital landscape, including web, social media, advertising, marketing automation and emerging technologies

If this sounds like you, we'd love to hear from you. This is a role with a great opportunity for growth, and to be part of a team that is influencing and securing our customers' businesses for the future. We have team members all around the country and around the world. The right candidate would work from our Sydney office but has the opportunity to work elsewhere if agreed. Please apply via the link or submit your applications to jobs@realtair.com