

Digital Marketing Executive

Competitive salary

Purpose of the Role

We're after a dynamic marketing enthusiast looking to expand their experience and pave the way for a flourishing marketing career. Working directly with our Brand Director and Content Manager, you'll become a crucial member of the Marketing team, bringing creativity, analytical skills and diligence to the role.

As Queensmith rapidly grows and the demands of the Marketing team increase, we're seeking a Marketing Executive, keen to get involved in a broad spectrum of activities, including ideation, content creation and optimisation, social media, paid advertising and working on a host of new brand development projects.

You should have an unrivalled creative eye with the ability to design on-brand content for advertising platforms. You'll have plenty of opportunities to channel your creative outlet, while honing your aptitude for marketing, collaborating on and implementing strategies that get to the heart of what people want from a contemporary, bespoke jewellery brand.

Primary Duties & Responsibilities

The following duties are not shown in order of priority or frequency and it is not an exhaustive list. As an SME business, you will be required to assist and support the organisation in multiple areas, but the primary duties and responsibilities of the Marketing Executive are listed below:

- Supporting the Brand Director with the planning, execution and post-performance analysis of the overall digital marketing strategy
- Supporting the Content Manager in ideation, strategy and execution of the overall content strategy
- Publish content and engage with our audience across social media channels
- Ideate and create engaging content that highlights our core USPs in new, innovative and engaging ways.
- Work with our Paid Media team to help create and deliver high-performing ads (PPC, Social, Display, YouTube etc)
- Design ah-hoc marketing collateral (print, digital, signage, retail displays, POS)
- Deliver and upload optimised content to our various marketing channels (inc website, social, email and third-party sites and directories)
- Monitor competitor content initiatives, stay abreast of industry trends and draw inspiration from outside the jewellery industry to inform our content strategy
- Assist on photoshoots, videoshoots (studio, location, in-store) where required
- Stay abreast of innovative, emerging digital tools and platforms, sharing insights across the team
- Support the Marketing team on ad hoc projects when required

Ideal Candidate

Education and Professional Certification:

- Bachelor's degree in Marketing, Business, Communications, or a related field.
- Professional certifications like Certified Marketing Executive (CME) or Chartered Marketer status are an asset.

Experience:

- Minimum 2 years of experience in marketing, preferably in a digital or content-based role.
- Proven experience in developing and executing marketing campaigns.
- Demonstrated experience in digital marketing, including SEO/SEM, email marketing, and social media advertising.
- Familiarity with analytics tools such as Google Analytics, Adobe Analytics, or similar.

Skills:

- Exceptional written and verbal communication skills.
- Strong analytical abilities for evaluating marketing metrics and KPIs.
- Proficiency in marketing automation and CRM tools like HubSpot, Salesforce, etc.
- Highly skilled in project management and multitasking.
- Expertise in branding and positioning.

Personal Qualities:

- Excellent interpersonal skills and team orientation.
- Strategic thinker with an eye for detail.
- Highly adaptable and comfortable working in a fast-paced environment.
- Results-driven and committed to achieving objectives and targets.

Technical Competencies:

- Mastery of Apple OS and G Suite (Google Docs, Google Sheets, Google Slides etc).
- Knowledge of graphic design software like Adobe Photoshop, Illustrator or Canva is a plus.
- Experience shooting professional video and video editing is a plus

Other:

- Up-to-date with the latest trends and technologies in digital marketing.

Job Type: Full-time (40 hours Monday to Friday)

Location: 98 Hatton Garden EC1N (option to work from home part-time)

Salary: Competitive, depending on experience


Holiday: 25 days (plus bank holidays)


About Queensmith


Queensmith offers a uniquely immersive jewellery buying experience, inviting clients into our part-showroom, part-workshop headquarters, where they'll come face to face with our gemmology experts, designers, and goldsmiths. We're breaking down the barriers that make jewellery-buying complex and intimidating. We're making bespoke - simple.


Since launching in 2016, we have won UK Bridal Jeweller of the Year at the UK Jewellery Awards 3 times, helped tens of thousands of couples partner up with our bespoke engagement and wedding rings and maintained a hard-earned 5 star rating on Trustpilot from our loyal customers.


What we can offer you


 **Incredible work** - be part of a mission-driven business that is transforming the diamond jewellery buying experience and disrupting the status-quo.


 **Discretionary bonus** - we offer annual performance-based bonuses based on above-and-beyond contributions to the business.

 **Central London office** - you'll work out of our beautiful Queensmith showroom and HQ in Hatton Garden with flexible working options.

 **Brand new MacBook** - We'll equip you with the latest Apple hardware so you have the best tech to do your work.

 **Regular socials** - We take our team out for drinks and food, on the house of course!

 **25 days holiday** - All of our team members get 25 days paid holiday + bank holidays, and we make sure you take them.

 **Family & friends discount** - Enjoy discounts for close friends, family and yourself on all of our products.