

eMarketing and Content Specialist

Role Description:

The core focus of this role is to achieve successful delivery of eMarketing campaigns and high quality content for Appius clients. When not working on billable projects the eMarketing and Content Specialist will use their skills to further Appius' own eMarketing and Marketing campaigns.

CORE RESPONSIBILITIES:

- Copywriting for eMarketing campaigns and website content in a variety of styles
- Organise and manage content delivery and repurposing for client websites
- Developing Appius website content and delivering regular email marketing campaigns
- Support the preparation of Appius case studies, datasheets and knowledge documents
- Search Engine Optimisation campaigns for clients – planning and implementation
- Pay-Per-Click campaigns for clients – planning and implementation
- Email Marketing campaigns for clients – planning and implementation
- Social networking / Online PR based campaigns for clients – planning and implementation
- Ongoing communication of analytics reports, campaign / website results and proposed next steps to clients – in both written and face to face environments
- Advising clients and supporting proposals regarding eMarketing and content
- Testing websites, content and emails to ensure that Appius solutions are of the required and agreed standard prior to release

MEASURABLE TARGETS:

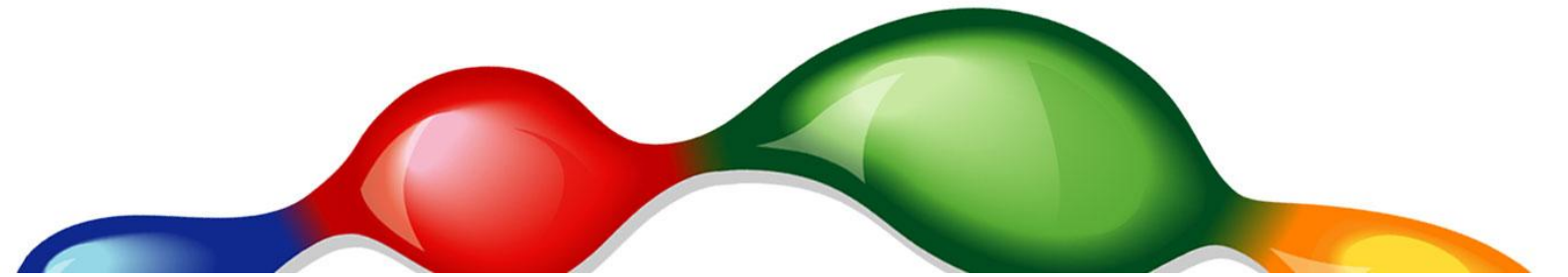
- Improvement in search listings and website visitor levels
- Cost per click and cost per conversion from Pay-Per-Click campaigns
- Email open rate and subscription levels
- Customer engagement and data acquisition targets achieved
- Various other 'Appius KPI' measurements bespoke to client and solution

CORE SKILLS REQUIRED:

- MS Office applications (Word, Excel etc.)
- Excellent written skills – spelling, grammar, ability to deliver a range of vocabulary and styles as required by a varied client base
- Mathematics to at least GCSE grade C (required for Pay-Per-Click management)
- Excellent verbal communication skills

Desirable Skills and Experience:

The following skills and experience would also be advantageous in the role:



- Understanding of the principles, processes and solutions involved in web content management
- Basic HTML skills and experience of web publishing packages eg Dreamweaver
- Basic graphic design skills using associated software eg Illustrator, Fireworks, Flash
- Previous experience in a web agency / digital marketing dept. environment
- Previous experience of copywriting / copy editing in a marketing led environment
- Previous experience in delivering eMarketing campaigns – SEO / Email Marketing / Social Networking / Online PR / Online Copywriting
- A demonstrable love of the written word and English language
- Personal and continued experience of online social networking

Personal Situation:

The right candidate will already be based in or near Bournemouth, or will have a very strong reason for relocating, such as family in the area.

