

JOB PROFILE

Digital Marketing Executive

JOB TITLE	Digital Marketing Assistant	NAME	xxx
REPORTS TO	Marketing Manager	CENTRE	Designer Outlet Algarve

I. PURPOSE

Assist the Marketing Manager to execute the agreed annual marketing plan in order to achieve pre-determined centre specific digital marketing objectives and to achieve agreed levels of footfall and attain the desired customer profile.

II. KEY ACCOUNTABILITIES

- Assist the Marketing Manager in coordinating of marketing initiatives in all areas of Digital Marketing in line with the ROS marketing standards, ensuring a balanced calendar of activities in accordance with footfall phasing of the centre, in order to achieve Marketing and centre KPIs
- Coordinate digital marketing activities on the website and all social media channels for the centre including product offers (weekly offers, promotion offers), brand partners promotions, shop communication and tourism cooperation partners to improve digital performance in consideration of the centre brand identity and in cooperation with the ROS Digital Marketing Manager
- Develop in-conjunction with the Marketing Manager an attractive loyalty programme (VIP Club) and liaise with Centre Information and Retail to ensure effective procedures (including customer data capture)
- Assist the Marketing Manager by liaising with the European ROS Marketing team and network as well as digital agencies (Website, SEO/SEM) to support the annual marketing plan
- Development of digital marketing activities to convert online users, fans and followers in on-site traffic
- Drive marketing intelligence regarding permanent analysis of digital marketing KPIs and Google Analysis and further sources to facilitate data driven decision-making
- Assist the Marketing Manager by conducting return on investment analysis and provide digital marketing reports as required to inform decision making
- Development of Digital Marketing Reports and Presentations
- General support of the Marketing, Retail and Centre Management team regarding retail and marketing initiatives as well as administrative works

Dimensions

Role is managed by the Marketing Manager

III. ORGANISATIONAL CHART

Key Relationships

Internal	External
Marketing Manager	Customers/Online Visitors
Digital Marketing Manager	Agencies/Contractors/Suppliers
Marketing Director	Local & Regional Stakeholders
Centre Manager	Brand partners
Retail Managers	

Competencies

1. Customer/Fans/Follower/Website Visitors Focus
2. Results Focus
3. Communicating and Listening
4. Hands-on-mentality
5. Team work
6. Innovation
7. Handling Multiple Priorities
8. Planning and Organisation

Knowledge and Skills

- Educated in Marketing
- Marketing qualification/certificate or diploma is desirable
- Relevant digital marketing experience
- Experience of a customer handling environment
- New business development
- IT skills: Advanced level MS-Office and Adobe knowledge (Word, Excel, Outlook, PowerPoint, Illustrator, Photoshop and Indesign)
- Good Digital Marketing skills: SEO/SEM, CMS Systems (Typo3 etc.), Social media