

## **Digital Marketing Manager** at Davis Events Agency

# **Join Our Team**

Ignite your creative spark and bring your own unique perspective to a team of friendly faces and open ears.

If you live and breathe digital marketing, we want to talk to you. We are looking for a Marketing Professional to develop, implement, track and optimise our digital marketing campaigns & conversions across all channels.

### **Davis Events is one of the best possible Agencies to work in, you will get:**

- **Flexible working - hybrid / work from home / cool office space**
- **Get to work with the world's biggest brands on campaigns and events all over the planet in a multi award winning agency!**
- **In 2022 Davis Events managed award winning campaigns and events in the USA, Canada, Japan, UK, Germany and of course Ireland.**
- **We just won 4 global awards in the Global Eventex Awards**
- **Excellent pay and work-life balance**

You should understand current marketing trends, tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution.

### **Responsibilities**

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media, PPC and display advertising campaigns
- Drive conversions
- Build and manage online social media community, engage with followers, and foster positive relationships with clients and brand advocates.
- Create and design engaging and visually appealing content
- Measure and report performance of all marketing campaigns
- Write and publish blogs and newsletter
- Identify trends and insights, and optimise spend and performance
- Brainstorm new and creative growth strategies
- Collaborate with internal teams & optimise user experience

- Create high-quality graphics, images, and other digital assets that align with the client / company's brand voice and messaging

### **Requirements**

- Third-level qualification in Digital Marketing or similar
- Excellent written and verbal communication skills, writing and blogging
- Proven working experience in digital marketing & managing campaigns
- Proficient in the use of Adobe Creative Suite Software or similar
- Experience using WordPress / Squarespace
- Ability to work under pressure
- A strong reliable team player
- A creative person who pays close attention to detail
- Fluent English
- Demonstrable experience managing SEO/SEM, email marketing, social media, PPC & display ad campaigns, analytics, Google Adwords campaigns

### **Helpful to have:**

Graphic Design skills, video editing, photography, experience in an Event Management / Brand / Marketing / Activation agency

### **Benefits:**

- Excellent Salary Based on Experience
- 21+ days holidays per annum + extra days at Christmas
- Fun and inclusive work environment
- Amazing Team
- Hybrid / Work From Home / Great Office Location
- Experience working with world renowned brands and causes

### **About Davis Events Agency**

We have big ideas and create unique experiences for our clients! Teamwork is a big thing for us and we support each other in work and having fun. After a big event when all our hard work has paid off, you'll find us doing just that on a team night out celebrating a job well done!

### **Recent Awards:**

**We just won 4 Global Eventex Awards as well as** Best Event Management Company, Best Professional Conference Organiser, Best Conference, Best Live Events, Best Use of Technology

**Come work with us - please email your CV to [careers@davisevents.ie](mailto:careers@davisevents.ie)**