

Job Title	Digital Marketing Executive	Salary	TBC
Department	Digital		
Reports To	Global Meta Lead	JD date	14 th September 2026

Job Information

Type of Role

Full time, Permanent
Direct Line Manager: Meta Lead
Functional Technical Direction: Paid Search Lead

Job Purpose

The Digital Marketing Executive is responsible for the day-to-day execution, localisation, and maintenance of paid digital marketing activity within their assigned source market.

Working closely with the Country Marketing team and Channel Leads, you will translate campaign briefs and regional trading priorities into high-performing digital activity across Meta, Google (Search, PMAx, Demand Gen), and Bing. You will adapt centralised creative assets for paid social, build search campaigns from technical blueprints, assemble targeted landing pages using modular CMS templates, and ensure rigorous campaign accuracy.

This is a hands-on execution role for a performance-minded marketer who can balance rapid platform setup with strict quality standards and local market relevance..

Accountabilities:

- **Meta Campaign Delivery:** Build and launch paid social campaigns within Meta Ads Manager in strict alignment with central strategy, audience parameters, naming conventions, and allocated budgets.
- **Creative Adaptation & Asset Assembly:** Adapt central design templates (static, carousel, and video) for local market activation, ensuring visual assets are optimised for digital performance while adhering to brand guidelines.
- **Paid Search & PMAx Buildouts:** Build search, Performance Max, and Demand Gen campaigns in Google Ads and Bing Ads, directly applying the keyword research, structures, and bidding guidance provided by the Paid Search Lead.
- **PMAx Asset Management:** Assemble and refresh asset groups for Performance Max and Demand Gen campaigns, aligning images, video, copy, and product details with target campaign objectives.
- **Landing Page & Web Updates:** Build and update campaign landing pages and offer pages using pre-approved CMS templates and web modules, ensuring seamless continuity between ad messaging and the on-site user journey.
- **Ad Copywriting & Localization:** Draft and localise compelling headlines, primary copy, and calls-to-action tailored to local market nuance, leveraging approved AI tools and brand messaging frameworks.
- **Rigorous Campaign QA:** Conduct standard pre-launch checks across all channels, verifying targeting, budget caps, tracking tags, landing page links, creative rendering, and copy accuracy prior to going live.
- **Campaign Maintenance & Optimisation:** Execute agreed creative, copy, and budget updates in response to real-time performance trends, trading changes, and direction from Channel Leads.
- **Structured A/B Testing:** Deploy creative, copy, and landing page variants to support the ongoing testing roadmaps established by the Meta and Paid Search Leads.
- **Performance Monitoring & Market Insights:** Track core performance metrics (CTR,

CPA, ROI, conversion rates) across your market, sharing local trading feedback and platform trends with Channel Leads to inform future strategy.

- **Cross-Functional Working:** Collaborate seamlessly with Country Marketing Managers, Marketing Executives, central Web and Product teams, and Channel Leads to ensure activity launches accurately and on schedule. Provide cover and support for wider digital marketing functions such as building/amending products on websites and creating assets for campaigns.

Qualifications/ skills/ experience / knowledge

Essential

- Strong understanding of key digital marketing metrics (e.g., CTR, conversions, ROI) and how to measure them effectively.
- Creative skills to design and brief engaging social media content.
- Proficiency with Excel for data analysis and reporting.
- Excellent organizational skills and the ability to manage multiple tasks and deadlines.
- Strong communication skills for collaborating with internal teams and external partners.
- A proactive approach to learning and staying updated on industry developments.

Desirable

- Experience with additional platforms like Google Ads or YouTube Ads.
- Knowledge of social media trends and emerging digital platforms.
- Familiarity with design tools such as Adobe Creative Suite (e.g., Photoshop, Illustrator, InDesign)
- Familiarity with video editing techniques and software (eg capcut, Adobe premiere pro)

What We Offer

- Competitive salary and benefits package.
- A chance to work in a collaborative and innovative team environment.
- Opportunities for professional growth and development within the company.
- Annual holiday
- Health care cover
- Birthday leave
- Contributory Pension scheme
- Free Car Parking

Note: This description is not intended to establish a total definition of the job, but an outline of the main duties.