

Graduate Online Marketing Analyst

Hertfordshire

£20,000 to £25,000 + Bonus + Pension

As a leading comparison site in the property industry, we are seeking a highly numerate and enthusiastic graduate who would be excited at the prospect of joining a young entrepreneurial business based in the centre of St Albans city just outside London. We are looking for a graduate that can bring creativity, lateral thinking, flare and a new perspective to an already successful team.

The primary focus for the role will be assisting with paid search, involving extensive analysis of performance to identify and implement areas for improvement and growth opportunities. We require someone with an eye for detail that can work to optimise areas of the paid search accounts. You will use your data analytics talents to assess the impacts of these amendments once implemented.

As paid search is a fast-paced continually moving marketing channel the vacancy will suit a bright and motivated highly numerate graduate or recent graduate with some work experience. An appreciation of digital marketing technologies is beneficial, though previous marketing experience is not essential, as full training will be provided.

Reallymoving are the UK's leading online provider of quotes for home-moving services, with over 2 million registered users. We work with a UK-wide network of partners, which represents approximately £200 million worth of work per annum.

Responsibilities:

- Working under the direction of the Paid Search Executive you will learn paid search targeting, technologies and measurement and work to optimise campaigns to deliver performance objectives.
- Carry out data analysis to measure and report website & marketing performance. This will include using tools such as Google Analytics & SQL (training will be given).
- Use web analytics data to identify and track marketing channel performance, recognising key insights and implementing steps to improve performance.
- Analyse the performance of A/B tests in paid search and other website changes once implemented to see if they deliver the expected improvements, using tools such as Google Analytics.
- Making adjustments to paid search campaigns based on the results of analysis & testing to deliver continually optimised and tested campaigns.
- Working with the Content Marketing Executive to provide analytical insight for pieces of external content related to the property industry
- The Online Marketing Analyst will also be expected to assist with other office administrative duties as required.

Requirements:

- A bright motivated Graduate in a numerate subject or similar calibre individual.
- Good analytical skills with an eye for detail.

- Good standard of written English to write both paid search copy and work on data driven press releases.
- IT literate and competent with MS Office suite, in particular strong MS Excel skills and ideally experience of working with databases.
- Strong teamwork skills, time management, motivation and ability to work autonomously.
- Desire to work in a small, but growing business and therefore flexible to new demands.

The role will evolve over time, it is important that any candidates are prepared to get involved in a broad range of projects and activities.

What can we offer you?

- Annual performance bonus
- Contributory pension scheme
- Free book allowance for work-relevant publications
- Individual training budget
- Cycle to work scheme
- Interest-free loans for travel season ticket or parking available
- Birthday cake!
- To be surrounded by brilliant, talented and fun people in a growing business
- An opportunity to work with a growing brand and on a product with an ambitious roadmap
- Working in a great location in central St Albans, bang in the middle of all the shops, restaurants and bars.

If you're interested in analysing market trends, competitor strategies and industry changes and want to have a real impact on marketing performance, get in touch to start what could be the beginning of an exciting career in digital marketing.

Please send your CV and cover letter to jobs@reallymoving.com