



## Role Profile

# Digital Marketing Executive

Reporting to	<b>La Mare Wine Estate</b>
Location	<b>3 Days at La Mare Wine Estate / 2 Days at Jersey War Tunnels</b>
Contract	<b>Full Time Permanent</b>
Residence qualification	<b>Must be Entitled or Entitled to Work</b>
Management responsibilities	<b>Third Party Agencies, Media, Website, Design</b>

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La Mare Wine Estate and Jersey War Tunnels are two Independent unrelated companies other than the fact the share a director and both companies are aligned In their vision to deliver great experiences to their guests.

This new shared post is an exciting role with endless possibilities and the freedom to make your mark. So, we are excited to announce an amazing opportunity for an ambitious Marketing Executive with good e-commerce experience to help manage our digital and general marketing activities and manage the broad range of social media channels as well as our growing online retail outlet, as an extension to our successful brands.

We are looking for a dynamic individual who has a passion for all things marketing, especially digital, an affinity to the wonderful island of Jersey, and the ability to further develop the La Mare Wine Estate and Jersey War Tunnel brands

Working closely with the MD and the companies outside agencies, you will be responsible for creating, supporting and implementation of our marketing strategy with a focus on e-commerce. You will be used to managing and creating accurate, brand-aligned content in a fast-paced environment and will be capable of working autonomously within our small and friendly team.

The ideal candidate will be a self-starter, highly creative, a clear communicator, with lots of energy and enthusiasm and driven by results.

If you're looking for an exciting role where you can share your ideas within a friendly work environment whilst vastly increase your business skills and knowledge at the same time, this is the role for you.

### About the Role

The Marketing Executive will create and implement innovative digital marketing strategies, using SEO, PPC, and other techniques to drive traffic to company pages and generate interest in company products and services. They will create engaging written, graphic, and video content while staying up to date on latest marketing technologies and social media. Training will be provided if appropriate to ensure the chosen candidate is constantly updating their skills within the sector.



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## Responsibilities

- Working with the MD, source and appoint external digital agency assistance when required
- Manage and drive online sales through digital acquisition. Responsible for the image of the company and generating sales through the internet
- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification
- Generate, edit, publish, and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action
- Manage the My Listing portal on the Visit Jersey website, regularly reviewing and reporting on the dashboard analytics from the Visit Jersey site
- Working with our appointed marketing consultant to achieve best results.
- Working with the Visit Jersey team to maximise 'Enhanced Partner' opportunities, collaborate on campaigns and piggyback on Visit Jersey digital activity as appropriate
- Set up and optimize company pages within each platform to increase the visibility of company's social content
- Moderate all user-generated content in line with the moderation policy for each community
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analysing the appropriate social data/metrics, insights, and best practices, and then acting on the information
- Collaborate with other departments (production and sales etc) to manage reputation, identify key players, and coordinate actions
- Liaise with external suppliers including graphic designers, photographers, marketing consultant etc.

## Requirements

- Proven working experience in marketing, e-commerce or as a digital media specialist
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Adequate knowledge of web design, web development, and SEO
- Knowledge of online marketing and good understanding of major marketing channels
- Positive attitude, detail and customer oriented with good multitasking and organisational ability
- Fluency in English
- A recognised qualification in Digital Marketing, Communications, Marketing, Business or Public Relations