

three&six are on the lookout for a Digital Marketing Manager to join their expanding team. Joining an established group of talented individuals, you'll work with some of the most exciting independent and branded hotels in the world.

Collaborating and executing on marketing strategies and together, your responsibilities will be to:

- Create, maintain, monitor and optimize SEM accounts to maximise direct bookings for hospitality clients.
- Provide assistance to the executive team with various tasks as requested.
- Review and report on the performance of the accounts including pay-per-click, commission and CPM models on Google Ads, Microsoft Ads, display networks, metasearch advertising, and other digital platforms.
- Maintain and optimize keyword lists and bids within monthly account budgets, ensuring the highest impression share available, alongside the best ROAS.
- Work alongside the client to maximise the performance of the account and share insights and advice related to key metrics, goals, and revenue.
- Collaborate with colleagues and partners providing complementary services including SEO, graphics and landing page optimization. Direct and suggest improvements to creative copy and graphical ad templates.
- Keep pace with search engine and industry trends or developments and share best practices with our clients and publicly on our website and in our blog.

Requirements

- A passion for digital marketing.
- An outstanding ability to think creatively, identify and solve problems.
- Significant attention to detail and the ability to effectively manage priorities in a deadline-driven atmosphere.
- Excellent written and oral communication.
- Ability to learn new industries and business types quickly and apply this knowledge to digital marketing initiatives whilst achieving client goals.
- Self starter, able to work independently with high levels autonomy and responsibility.
- Exceptional analytical, organizational, project management and time management skills.

Desired Experience/Qualities

- 3-5 years experience in SEM including Google and Microsoft Ads.
- Experience in travel or hospitality vertical is extremely desirable.
- Excellent time management and follow up skills.
- High level of Google Analytics experience desirable, but not essential
- Sense of humour!