

## **Role: Digital Consultant**

Groundswell is a specialist ecommerce & digital consultancy based in Belfast. We are a team of experts focused on delivering rapid growth for our clients. We work with leading brands across N. Ireland, ROI, UK and further afield.

As a result of our continued growth we have a very exciting opportunity for a Digital Consultant to join us.

You will report to the company co-founders and be focused on building strategies across ecommerce and digital in general working closely with internal teams and clients.

This opportunity is like no other in the market and offers the right candidate the ability to accelerate their own skills within consultancy and hands on execution.

As a Digital Consultant at Groundswell you will:

- Work closely with internal teams as well as clients to define goals and success metrics
- Formulate and present digital strategies (across paid search, paid social, marketing automation and analytics) to clients aligned with their business goals
- Execute agreed strategies and hands-on manage client accounts delivering growth
- Be dynamic enough to make changes to strategies based on performance and client direction

## **Key Responsibilities**

- Devising strategy to drive customer acquisition & retention
- Developing and managing digital marketing campaigns
- Responsible for the management, performance and results across client PPC and Paid Social accounts (Google Adwords, Bing, Facebook)
- Ongoing optimisation of accounts utilising a range of techniques to maximise results across all platforms
- Monitor budget and perform ongoing bid management to ensure client results meet expectation
- Responsibility for planning and budgetary control - track KPIs to assess performance and identify issues
- Deliver insight and recommendations to internal team and clients
- Leading interactive workshops with clients (if needed)
- Review new technologies and keep the company at the forefront of developments in digital marketing
- Seek out up-selling opportunities to help increase client growth
- Assist with new business opportunities (where necessary) including audits and face-to-face pitches

### **Skills, experience and person**

- 3 years+ experience within ecommerce or digital marketing role with a proven track record of PPC management
- Proven track record in managing paid acquisition channels across Google, Bing & Facebook
- Keen interest in other digital channels such as SEO, Affiliate and Email
- Excellent Google Analytics experience and knowledge
- Prior experience presenting digital strategy, growth plans and creating client-facing reports
- An analytical approach and strong commercial awareness
- A strategic thinker capable of taking lead in delivery, working directly with clients and within a team environment
- Strong understanding of current online marketing concepts, strategy and best practice
- Ability to fully understand the clients business needs, with the ability to establish / maintain customer trust and confidence
- Ability to manage work within tight deadlines whilst managing own time, ensuring projects are delivered on time and in line with budget expectations
- Act quickly and can work collaboratively in an environment that values creativity and flexibility
- Builds effective relationships both internally and externally
- Excellent levels of oral and written communications skills

### **Benefits**

- An exciting opportunity to be part of a rapidly growing business
- You can expect a friendly and relaxed environment, working closely with long term clients and creating exciting projects for well-known brands
- Expert training resources and lots of scope to enhance and grow your skill-set
- Very competitive salary
- Working within a very talented team

### **Job Type**

- Full-time

### **Job Location**

- Belfast, N. Ireland

If this sounds right for you, and you meet the criteria please send your CV and a covering letter describing your previous experience and why you feel you would suit this role: [grow@groundswellgrowth.com](mailto:grow@groundswellgrowth.com)