

# MDU Services Limited

## Job Description

Job Title: Digital marketing executive

Reports to: Senior digital product manager

Location: Marketing, London Office

---

### **Job purpose:**

To work with the senior digital product manager, digital team and wider marketing team to implement the MDU's digital strategy, maintain and improve the MDU's digital estate and support the MDU's marketing activities.

---

### **Key responsibilities:**

- To support development of new and existing digital products, services and functions to deliver the digital strategy and overall marketing strategy using an agile methodology.
  - To work with external agencies where required regarding the user interface and user experience of the MDU's digital assets.
  - To help users of the MDU website content management systems to create content as well as adding new content when required and work with content owners to review and manage existing content where appropriate using agreed protocols.
  - To support MDU teams to create and send email campaigns including the selection of data, campaign build, testing and post-campaign analysis as well as creating email campaigns when required.
  - To create and maintain paid search campaigns and help other users improve their own campaigns.
  - To track, analyse and report on digital activity and help colleagues track their own campaigns.
  - To work with third party service providers in the delivery of some of the above services.
  - To support colleagues to create and manage online surveys, elearning and webinars.
  - Work with colleagues in marketing and sales to deliver online campaigns to attract new members and aid retention amongst existing members.
  - To assist with updating protocols when required.
  - To support colleagues in the marketing team by working on projects wherever required.
  - Any other additional duties requested by the SDPO, deputy head of marketing, head of marketing or sales & marketing director.
-