

JOB DESCRIPTION

JUNIOR DIGITAL MARKETING SPECIALIST

Your role: As a Junior Digital Marketing Specialist at BlueChip Communication you will work with leading local and global financial services brands to achieve outstanding results – through digital and integrated marketing.

We are a specialist financial services communication and marketing consultancy. Our clients are high profile global and Australian financial services brands (but don't worry, you don't have to have financial services experience). We have a reputation for delivering outstanding results for clients and are respected globally for what we do. Thanks to rapid growth in our marketing business we are seeking a Junior Digital Marketing Specialist to work within the integrated marketing team, working across digital marketing – including analytics, advertising (SEM/PPC), websites, SEO, social, and content.

More importantly for you, we invest heavily in our people – and keep our promise to develop your career.

If you answer 'yes' to more than 8/10 of these questions, you'll probably feel like you've found your "tribe" at BlueChip:

1. Are you looking to build your career in digital marketing?
2. Are you hungry, humble, and smart?
3. Do you love analytics and data-driven insights?
4. Do you have a relevant degree(s)?
5. Are you self-motivated with a strong work ethic?
6. Are you looking for feedback that helps you improve?
7. Do you thrive on being challenged?
8. Do you love working in a fast-paced yet supportive team?
9. Are you committed to your own professional development?
10. Do you want an employer who will support you to grow and develop so you can be promoted?

Job responsibilities:

- Implementing inbound marketing campaigns
- Designing, running and reporting on SEM/PPC/social media paid campaigns
- Content management via website CMS
- Social media content creation, management and reporting
- Data analytics and drawing actionable insights
- Implementing SEO best practice

Role requirements:

- 1-2 years' full-time work experience in digital marketing (SEM, SEO, analytics)
- Hands-on experience designing, launching, managing and reporting SEM campaigns
- Experience with digital advertising platforms such as Google AdWords, Google Display Network, LinkedIn advertising
- Strong working knowledge of Google Analytics and/or other analytics software
- Experience building landing pages and updating websites via a CMS
- Working knowledge of SEO
- Working knowledge of conversion funnel optimisation best practice

- Exceptional written English
- Strong numerical ability
- Proficiency in PowerPoint, Excel, Word and Outlook
- Ability to create and update client reports and dashboards

Preferred skills (not necessary but nice to have):

- Basic HTML ability
- Skills in developing creative and effective B2B ads
- Experience with HubSpot or another marketing automation/CRM platform
- Video editing skills
- Familiar with social media monitoring and B2B community engagement

ABOUT US

We are a specialist financial services integrated marketing, PR and communication consultancy with an A-list clientele. Our aim is to help Australians make better decisions about their financial futures.

We are *democratic, play to our individual strengths, attract A-players* and tell each other and our clients the "*kind truth*". We work hard and fast – but know when to stop and have fun. We encourage professional development, remunerate generously and offer very attractive benefits over and above base salary based on performance.

Get in touch by filling in our [online form here](#). We'll respond within 48 hours if we think you could be the right fit with our team.

Questions? Email susie@bluechipcommunication.com.au and we'll respond via phone or email.