**Digital Marketing Executive**

**Based in Manly**

This role will support the National Marketing Manager in the delivery of all marketing and communications campaigns for Power Living and YOGAHOLICS. It is a great opportunity for someone with a real passion for yoga, communications and digital marketing to join an awesome team.

**The role**

Here’s how you’ll add value:

* Planning and creating new and engaging digital, native and social media strategies
* Buying and executing campaigns across social channels such as Facebook, Twitter, YouTube, Instagram etc as well as major publisher sites and virtual, programmatic, video and content AdTech platforms
* An understanding of digital media to include (but not limited to) Google Adwords, SEO and Social
* Creative (copy and design) knowledge is preferred but not essential
* Experience with marketing automation platforms
* Have had experience managing native advertising, including in-feed widgets, editorial, in-page, video, and custom ad placements
* Bring your ideas to the table and keep up to date with the digital marketing landscape

**The person**

Your must-haves:

* Bachelor's degree or equivalent in a marketing communications related field.
* Experience working in the marketing and advertising, online media, internet or media production space
* You will have strong relationships in market with publishers, social channels and new programmatic and AdTech vendors
* Experience working in the Marketing and Advertising, Online media, Internet or media production space
* Have had experience managing native advertising, including in-feed widgets, editorial, in-page, video, and custom ad placements
* Success in devising new digital media strategies and executing on campaigns
* Experience in digital platforms/publishers such as LinkedIn, Instagram, Snapchat, Facebook, Twitter, YouTube, Instagram, Outbrain and Plista
* Innovative thinker – we need to be market leading in all that we do so look for people with a creative approach to problem solving and ideas
* Have a love for social media, content, data and innovative ways to use it to achieve media goals
* You will have experience in delivering both brand and performance strategies that revolve around data and insights
* A passion, knowledge and interest in yoga, health and the Power Living brand

**To apply, please send your resume and cover letter to** [**helen.fraser@powerliving.com.au**](mailto:helen.fraser@powerliving.com.au)**.**