

## **Digital Marketing Specialist**

Spotlight Reporting is accounting software that integrates beautifully with big brands like Xero, MYOB, Quickbooks and others. Accountants and businesses around the world use our business intelligence tools to help them act on insights, bring data to life, and power their business forward.

We have offices in Wellington, Auckland, Australia, the UK and the US – in fact, by the time you read this ad, chances are that more new people have joined our team in a couple of our overseas offices.

To support our growth, we're looking for an enthusiastic and experienced Digital Marketing Specialist based in Wellington to join our Marketing team. This role reports directly to the Marketing Director, and also works closely with our Design, and Sales Teams.

As a Digital Marketing Specialist, you'll be driving high levels of traffic to our website via a range of digital channels. Everything you touch will be focused on maintaining and constantly optimising for maximum impact.

Responsibilities include:

- Running social media and digital marketing campaigns.
- SEO and Google Adwords lead generation.
- Developing a paid media strategy for countries like NZ, Australia, UK, South Africa, US, Canada, and Asia.
- Analysis and optimisation for all social and digital campaigns, as well as website traffic.
- Managing budgets and regular post campaign reporting for ROI.
- Community building with key stakeholders, app partners, and ecosystem influencers.

Desired Skills and Experience:

- Minimum 3+ years experience in a digital marketing role.
- Strong experience running successful PPC and paid social campaigns.
- A strong understanding of keyword research and implementation.
- Experience creating and executing email campaigns as well as performance reports.
- Advanced understanding of digital analytics (Google Analytics/Google Tag Manager/social media analytics)
- An excellent understanding of the technical aspects of digital acquisition, including attribution and conversion tracking.

This role is:

- Full-time and permanent.
- For NZ citizens or permanent residents.
- Based in Wellington.

**Apply today by sending your CV to [Kylie@spotlightreporting.com](mailto:Kylie@spotlightreporting.com).**