



## **Digital Marketing Executive**

### **Who We Are:**

Me:Mo is a 40 strong team of digital marketing specialists, social media experts, seasoned PR professionals, and innovative content creators. We work with top-tier restaurant brands and dynamic independents, shaping their marketing strategies and helping them stand out in a competitive market.

We pride ourselves on a vibrant company culture, with regular team gatherings, perks, a strong work/life balance and professional development opportunities that foster both personal and career growth.

### **The Role:**

As part of our growing **Digital Team**, we're looking for a **Digital Marketing Executive** to help drive results for our client portfolio across SEO, GEO and website, paid search, paid social, and email marketing. This is an exciting opportunity for someone looking to develop their career in digital marketing within a fast-paced, creative agency.

### **Key Responsibilities:**

- Develop and implement innovative and integrated digital marketing strategies rooted in client revenue
- Build, manage and report on paid campaigns across Meta, TikTok, and Google Ads, while driving an account's digital strategy, creative briefing process and direction
- Set up and manage tracking between platforms and CRM to ensure accurate attribution and reporting
- Build and maintain strong relationships with key clients, understanding their business objectives and providing strategic guidance
- Drive the growth and profitability of client accounts



- Stay updated on industry trends, emerging technologies, and consumer insights to drive continuous improvement and innovation
- Collaborate with internal teams, including creative, press and social, to ensure seamless execution of processes and campaigns
- Foster a diverse and inclusive culture within the agency, promoting equality and belonging

#### **What We're Looking For:**

- 2+ years of experience in account management within a marketing agency, with specific experience in digital marketing
- Demonstrated success in developing and executing fully integrated digital marketing strategies that achieve measurable results
- An understanding of website analytics and tracking tools; Google Analytics, Tag Manager and Search Console being essential
- An advanced understanding of Meta and Google Ads, with an understanding of Tik Tok Ads desirable
- Email marketing experience—specifically with Mail Chimp, SevenRooms, Open Table or similar—desirable
- Exceptional communication and interpersonal skills, with the ability to build and maintain strong client relationships
- A strategic mindset and the ability to think creatively to solve complex challenges
- Desire to work in a fast growing team with a keen interest in process and function development
- A passion for the hospitality industry and an understanding of its nuances and trends
- Flexibility to work remotely and travel for client meetings and agency collaboration

#### **Salary & Benefits:**

- Hybrid working from our West London office
- Perkbox subscription
- Flexible working hours
- Paid Birthday Day Off
- MeMoment - monthly employee reward scheme
- Summer Friday's
- Two Annual Socials (Summer and Christmas)



### **Why Join Us?**

At MeMo, you'll have the opportunity to shape the voice of hospitality's biggest names while thriving in a culture that celebrates creativity, team spirit, and growth. If you're passionate about digital marketing, driven to set industry trends, and ready to make a meaningful impact, we'd love to meet you.