

## Digital Marketing Executive

Caxton FX is looking for a talented Digital Marketing Executive to deliver engaging digital campaigns that drive client acquisitions and increase brand awareness.

This is a great opportunity for a digital marketing enthusiast to work in an exciting sector of foreign exchange, and make an impact during an important period of growth.

### About the company

Caxton FX is a foreign exchange company that has become an entrepreneurial success story. From launch our ethos has been to offer excellent value for money and great customer service. Our growth is testament to the fact that we have delivered on that vision from day one.

Caxton FX was founded in 2002. Since then, it has grown from one man and a phone to a business that turns over circa £750 million. Our analysts are widely quoted in the UK press on currency issues and with over 200,000 clients, we remain focused on delivering excellent customer service. Caxton FX has been defined as one of the 50 businesses leading Britain based on outstanding growth at a pace 73 times greater than the National Average.

At the heart of our success is our people. Caxton FX is a people business and our successful growth has largely been a result of the outstanding relationships we have established with our growing base of customers.

The Caxton culture is open, honest, hardworking, professional and fun. With approximately 100 staff the company is going through an important growth phase which is focused on new product launches and geographical development. We want to hire the very best people to support our ambitious growth plans. Through educational and training initiatives we support each individual throughout the development of their career with the intention of stretching each one to a high standard of excellence.

### The role

Reporting directly to the Marketing Manager, you will be responsible for optimising digital campaigns and managing SEO activity, PPC campaigns, Digital Display activity (with the help of agencies) and also updating content on the website in addition to social media platforms. Ultimately, you will play a pivotal role in the success of new product launches, events and other exciting projects. Eventually, you will bring all PPC and SEO activity in-house.

To this role, you will bring good experience in digital marketing, in particular PPC, SEO, Google Analytics, Affiliates, and Digital Display. You will have hands-on experience in web-content management, scheduling, and publishing daily content on a variety of digital platforms. Equally important is your ability to build strong relationships and communicate effectively with digital agencies, external partners, and internal colleagues notably in customer services, IT and sales.

### Experience required:

- Marketing degree or relevant subject or equivalent qualification
- At least 2 years' experience in PPC, SEO, Google Analytics
- Strong reporting skills
- Good Excel
- Relationship management
- Ideally some experience in the financial services
- Affiliate marketing would be a distinct advantage

### Benefits

A competitive salary dependent on experience

20 - 25 days annual leave  
*Dependent on length of service*

Contributory pension scheme (from 1st April 2015)

Choice of private medical insurance or health cash plan

Cycle to work scheme

Childcare vouchers

Educational bursary to support professional development

### Work environment

A dynamic open plan environment in the heart of central London

Free breakfast; fruit delivered weekly and cakes on your birthday.

Regular social events - including Vodka rounders in Hyde Park, regular table tennis competitions and Christmas Party

Games room with table tennis table