

# Performance Marketing Executive

**Salary** - Competitive

**Location** - Brighton & Hove, East Sussex (Hybrid working)

**Experience Level** - 2-3 years

## About Fuse Capital

Fuse Capital breaks the mould of finance and traditional technology advisory firms. Our passion for supporting entrepreneurs and insight into the best private funds around the world enables us to accelerate growth.

We pride ourselves on our financial acumen yet are unlike traditional finance people. There are no suits worn in our office, instead, you will meet a team of diverse and young minds looking to connect and collaborate.

Fuse Capital follows a flat hierarchy methodology; everyone's voice is heard and encouraged. We enjoy the flexibility of hybrid working and believe that by bringing the right people together at the right time, our YOY growth trend will continue.

### A few points to add:

- Advisory for 350+ clients
- Offices in London & Brighton
- The No.1 advisor for High-Growth Technology Firms
- Clients in UK, Europe & Asia
- Rapidly Evolving Workplace
- Operating Since 2013

# The role.

This role is part of the Marketing team, working closely with other members of the team to deliver on the marketing KPIs aligned to the overall business objectives. You are passionate about all things digital and are up to date with the latest paid/search best practices, platform developments and algorithm updates while also understanding the role of these channels in the greater marketing mix and overall business strategy.

## Your primary duties will include, but not be limited to:

- Search Engine Optimisation & Conversion Rate Optimisation
- Analyse organic performance and improve the on-site visitor experience by A/B testing.
- Align Organic and Paid Search strategies with overall business objectives and maximise ROI
- Increase the online visibility of the brand and products with core audiences.
- Carry out SEO site audits, monitor diagnostic tools and fix site errors
- Work with the wider marketing team on conversion rate optimisation across the different marketing channels and tactics.
- Keep up to date with industry developments through online resources, publications, blogs, and conduct SEO competitive analysis
- Monitor, report and work with the broader marketing team to improve KPIs and support the business strategy Pay Per Click
- Daily management of paid search & paid social campaigns, including creation of ad copy and A/B testing.
- Report, track and measure paid campaign performance based on KPIs and benchmarks.
- Work with the wider team to set up strategies and plan paid search & social campaigns including consideration of creative and content to amplify impact
- Manage the paid budget to achieve ROI targets.
- Liaise with third party providers including agencies and partners.

## Qualifications & experience

2-3 years' experience working in a digital marketing role with at least:

- 1-2 years of hands-on lead generation through paid channels, website optimisation and conversion rate optimisation
- An understanding of the commercials of online marketing activities, preferably in a B2B environment.

- Hands-on experience planning and running paid campaigns on search, display and social on Google Ads, LinkedIn Ads and Twitter Ads.
- Proven track record of delivering converted leads through search engine optimisation and paid channels.
- Experience using a variety of SEO tools (SEMRush, Moz, Ahrefs) and good knowledge of Google Analytics and Google Search Console.
- Understanding of recent history of Google algorithm updates.
- Team player, self-motivated, able to plan and prioritise effectively.
- Proficiency in Excel (pivot tables, vlookups, etc)
- Experience using WordPress.
- Experience working with large data sets.

Send your CV and cover letter to: **[jobs@fuse-capital.com](mailto:jobs@fuse-capital.com)**