



Professional Bookshops is a dynamic and growing online retailer of non-fiction reference books with 8 niche e-commerce enabled bookshops serving over 28,000 customers around the UK and Europe. You will be joining our small team of three people working from our offices in the centre of Devizes so you will need to hit the ground running and have a few “White Hat” tricks up your sleeve.

**Position** Online & Digital Marketing Manager (Part-Time)

**Details** Flexible working hours (will consider home working)  
Pro-rata Remuneration circa £30,000 per annum

### The Role

**CPC** Managing multiple Google Adwords & Google Merchant Centre Campaigns  
Maximising Return on CPC Investment  
Creating and managing campaigns for new ventures as required

**SEO** Working with our IT partners to maximise all SEO opportunities and ensuring that our sites / pages are optimised for natural search

**Social Media** Creating, implementing and managing a strong social media strategy on Twitter, Linked-In, Facebook, YouTube and other emerging social networks. Creating and maintaining blogs where appropriate.

**Email** Preparing regular emails to be sent to our existing customers and prospects

**Analysis** Working with Google Analytics, you will need to prepare detailed traffic and conversion reports for the Directors and identify new opportunities for the business to grow.

**Key Skills** Excellent strategic planner with strong data analysis skills  
Excellent IT skills - MS Outlook, Word, Excel and Web Browsers  
Working knowledge of HTML, XML feeds and web design would be a bonus  
Well spoken with good written English

**Experience** Proven track record in managing Google CPC / SEO / Social Media campaigns  
Proven track record in growing e-commerce revenues within SME business

**Attributes** Highly organised with a great attention to detail  
Commercially astute and prepared to take full control of the role

Please email your current CV to [customerservice@professionalbooks.co.uk](mailto:customerservice@professionalbooks.co.uk) in the first instance – we will then contact you for a short telephone interview before inviting you to a formal face-to-face interview if successful.

If you require further information about the role or the company before making your application, please feel free to call us on 01380 820003 and speak to James.

**NO AGENCIES PLEASE**

**Professional Bookshops Limited**

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