

Digital Marketing Executive

We are looking for a creative and motivated individual who will oversee the online marketing strategy for the organisation. The position will involve working alongside the Marketing Director to plan and execute digital marketing campaigns, having responsibility for design and supply of content for the organisation's website.

The successful individual will also have responsibility for engaging with the public through social media and drive customer enquiries through to digital channels.

Job Benefits:

- Permanent, full time contract with a successful and growing company
- Salary - £20K - £23K depending on experience
- Working hours - Monday to Friday 08.30 to 17.00
- 21 days holiday per annum + Bank Holidays
- Employee Assistance Programme
- Laptop
- Pension

Job Responsibilities

- Work with external agencies to develop engaging content and case studies for our website and the press.
- Optimise and improve Google Ad campaigns alongside our freelance consultant to ensure we maximise enquiries into the business while minimising the cost per conversion.
- Regularly test and optimise our website to maximise our enquiry rate and ensure we maintain our search rankings.
- Manage all social media platforms, developing content to increase engagement and drive traffic back to our website.
- Organise our attendance at exhibitions across the UK.
- Produce our monthly staff newsletter and develop content for our internal comms platform, Workplace.
- Order company literature and giveaways for the sales team, ensuring all items are up to date and in stock.
- Track and report key marketing metrics on a monthly basis.
- Any other duty requested.

Personal Specification

- Good copywriting skills
- High level of attention to detail
- Problem solver - able to use your own initiative
- Team player
- Ability to manage a busy workload
- Ability to work to deadlines and to work within budget
- Friendly with a positive attitude
- Strong work ethic
- Excellent communication skills
- Good sense of humour