

Digital Marketing Executive/Digital Marketing Manager

Position

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Reports to

Head of Marketing

Role Description

Are you an up and coming Digital Marketing professional with a thirst to make a tangible and measurable impact in a high growth tech focused business? Due to continued organic growth we are on the lookout for a Digital Marketing Manager to take a leading role in the evolution of our online presence. Reporting to the Head of Marketing you will be responsible for all things 'digital' from shaping the strategy to delivering it. If you want to be part of a business that embraces marketing and will offer you the chance to develop your skills and test best practices, then this is the role for you. Previous experience in B2B tech marketing would be an advantage but ultimately, we are looking for a passion for digital.

Key Responsibilities

- Develop, own and execute against the digital strategy
- Improve and enhance the design and usability of the website
- Manage and develop the keyword strategy in line with business/customer feedback
- Leverage SEO best practices to optimise high quality traffic acquisition
- Manage and improve engagement rates across all social media channels
- Take responsibility for the execution and measurement of email campaigns
- Accountable for all website updates via our content management system
- Be an internal subject matter expert on our marketing automation tool HubSpot
- Manage and optimise lead follow up processes via CRM

- Oversee the work of external agencies e.g. web development, creative etc.
- Build great relationships with all stakeholders
- Track, measure and report on core website engagement metrics
- Explore the use of paid advertising (PPC, display advertising, sponsored content etc.)
- Update marketing budget as appropriate

Candidate Requirements

- Degree level qualification in business/marketing related subject
- Minimum 1 years' experience in digital marketing related role (desired)
- Experience/knowledge of marketing automation (HubSpot) an advantage
- Experience/knowledge of WordPress CMS an advantage
- Strong copywriting skills
- Strong understanding of current online marketing best practices

We'd like to hear from you if:

- You can demonstrate behaviours that support our values

- ✓ Passion
- ✓ Family
- ✓ Deliver on Promises
- ✓ Need for Speed
- ✓ Be a Value Leader