

Content creator / Digital Marketing Executive

The main function of the position

To be responsible for creation of digital content for the company's website and other strategic websites as feature (guest) pieces.

Cost out and identify return on investment on relevant campaigns. Organise monthly webinars and bi-monthly breakfast events.

Creation and management of content calendar – creation of blogs adding to company's website and relevant other sites.

Social media sharing – creation of social media campaigns to promote relevant information, new blogs, events and other ad-hoc activities.

To be responsible for maintaining online branding, communications through email and current social media channels, plus any future ones.

To review technologies and explore new developments in the digital landscape to find ways to more effectively deliver the communication and business objectives.

To be responsible for improving the design, usability, content and conversion of the company website. To work with the team / third party companies to plan and implement all online marketing campaigns.

Key tasks and responsibilities

- Manage and monitor the performance of the company's social media profiles, including (but not limited to) Twitter, LinkedIn, Facebook and Google+.
- Constant data cleanse of databases to use for more relevant marketing campaigns and data profiling.
- To develop and execute solid plans to increase page views, unique visitors and dwell time to encourage repeat usage and ultimately to get in touch to create sale qualified leads.
- To implement and monitor SEO and PPC strategy to drive traffic and optimise conversion rates.
- To analyse and interpret user journey stats in order to improve the customer experience.
- To improve customer attraction and retention.
- Website usability.

- To drive marketing best practice within the organisation.
- To provide professional and effective communication to internal and / or external customers.
- To speak positively and enthusiastically about the company and its services to ensure that a professional company and brand image is provided at all times to customers and colleagues.

Personal development

The successful candidate will receive 3 month performance review, followed up with structured quarterly performance reviews of the their personal development plan (PDP)
 The objective of this is to ensure the ongoing development of the individual. We aim to identify any area of weakness, to support their strengths and to develop their role within the organisation.

Team Meetings

- Attend monthly huddle
- To have an active role and input into the running of the marketing department
- To contribute to the development of the company

Attributes	Essential	Desirable
<p>Skills, Knowledge And Experience</p>	<p>At least 2 years' experience working in a digital marketing department..</p> <p>A basic understanding of website functionality and content management systems is essential.</p> <p>Experience of using Microsoft Office, particularly the ability to use Word and Excel to an intermediate level;</p> <p>Proven experience in digital marketing;</p> <p>A strong understanding of the digital landscape and how it can be used to support and develop the brand;</p>	<p>In addition, a good working knowledge of Photoshop or InDesign is preferable.</p> <p>Working knowledge of Google analytics, Moz analytics and Google AdWords.</p> <p>Understanding of search engine Optimisation best practices</p>

Working knowledge of campaign monitor.
Mailchimp etc.

Good experience and understanding of customer
and market dynamics and requirements;

Experience of digital content management;

Excellent copywriting skills;

Search engine experience, including the ability to
generate inbound links from the Internet;

The ability to organise and prioritise workload and
to insure that deadlines are met;

Ability to develop and improve procedures and
processes;

Ability to establish basic facts/deal with simple
queries appropriately either through phone calls
or face to face contact;

Critical thinking and analytical skills, alongside
familiarity with evaluative techniques;

A creative problem-solving approach and sound,
logical decision-making skills;

Effective and persuasive written and oral
communication skills;

Numeracy and the ability to research, interpret
and use business and financial data and
information;

Self-reliance, initiative and the ability to manage
time, projects and resources;

Appreciation of the causes and effects of
economic and other external changes.

Personal Qualities	Ability to maintain confidentiality; Positive and flexible attitude; Be patient, tactful, diplomatic and approachable; Possess a good degree of objectivity and be able to work without bias in certain situations; Self-development and learning; Ability to think clearly; A strong commercial focus; Trust and integrity.	
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