

## 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.

Organisation of monthly webinars and bi-monthly breakfast events. Attend Expos and other events for Harlands and our sister companies in association with strategic partners.

Creation and management of content calendar – creation of blogs adding to the main website and other relevant sites.

Various Offline activities

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, Instagram 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.

### Personal development

The successful candidate will receive 3 monthly performance reviews, followed up with structured quarterly performance reviews of 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.

Skills, Knowledge and Experience

| Essential   | Desirable   |
|---|---|
| <p>A basic understanding of website functionality and content management systems is essential</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>Good experience and understanding of customer and market dynamics and requirements;</p> <p>Experience of digital content management;</p> <p>Excellent copywriting and communication skills;</p> <p>The ability to organise and prioritise workload and to insure that deadlines are met;</p> <p>Ability to develop and improve procedures and processes;</p> <p>Ability to establish basic facts/deal with simple queries appropriately either through phone calls or face to face contact;</p> <p>Critical thinking and analytical skills, alongside familiarity with evaluative techniques;</p> <p>A creative problem-solving approach and sound, logical decision-making skills;</p> | <p>At least 2 years' experience working in a digital marketing department..</p> <p>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> <p>Search engine experience, including the ability to generate inbound links from the Internet;</p> |