



## Digital Marketing Specialist (Houghton-le-Spring, Sunderland)

### Job Description

As a result of continued business growth, we are looking to expand our Marketing team, with the recruitment of a **Digital Marketing Specialist** to join us either in Edinburgh or at our Rainton Bridge office. We are looking for someone who is energetic, creative and results-driven, capable of managing several projects at once, and experienced with marketing automation tools such as HubSpot. We are a fast growing business, so the right candidate will share our passion to scale leads and smash our aggressive targets!

### The Role

- Produce and implement digital marketing campaigns to agreed KPIs (leads, trials, demos)
- Main point of expertise for our marketing automation tool (HubSpot)
- Manage web site content and KPIs (bounce rates, dwell time, conversions)
- Track and analyse web site traffic flow
- Implement the WorkCast webinar programme, working with key stakeholders, to manage the schedule, content, comms, and to ensure brand consistency
- Working with our agency, create online banner ads and oversee pay per click (PPC) ad management
- Support events

### Requirements

- BA or equivalent qualification
- Experience with HubSpot or similar marketing automation tool essential, as well as Google Analytics, AdWords and top social channels
- Experience of building digital marketing campaigns, including email and landing page creation in e.g. HubSpot
- A thirst for data to enhance decision making and ensure constant improvement
- Ideally you will have experience of SaaS or a similar online technology product. Experience of selling to Marketers would be ideal but not essential
- US market knowledge and experience would be beneficial

### About You

The ideal candidate will be a hands-on self-starter who is creative and has a head for constantly measuring all activities. You will enjoy experimenting with new ideas, with a mindset of continuous learning. You will also share our ambition for constantly striving for higher business results and improvement. You will be happy to work independently as well as within the WorkCast team.

**About WorkCast**

WorkCast is a rapidly growing technology company based in the North East UK and Seattle USA. We create a world leading webinar and virtual event platform used by major organisations including Sony, Elsevier, Wiley, Nature Magazine, Barclays and Standard Life. Our outstanding product and amazing team make webinars and online events a far richer and more accessible experience for attendees and remove the barriers for Marketers to run and benefit from webinars.

**Benefits**

WorkCast offers a competitive salary with many benefits. We provide a fun environment with many company social activities, excellent pension scheme, life assurance and excellent holidays. We provide free snacks, drinks, fruit and breakfast. You will also get free access to Perkbox with a huge amount of savings available.

**To apply**

If you are interested in applying for this position, please send your CV and cover letter to [julie.molloy@workcast.com](mailto:julie.molloy@workcast.com).