



## Digital Marketing Executive - Job Description

<b>Reports to</b>	Digital marketing manager	<b>Department</b>	Marketing
<b>Direct Reports</b>	None		

### What's the role about?

**We need a Digital Marketing Executive to come on board and help us grow our marketing department.**

We're looking for someone who has proven experience working across a range of digital channels, with experience managing a website/content management system and social media channels – this is likely to be around two years' experience, but everyone is different! There's a lot to learn about our industry, so you'll need to have a love for learning and building new skills.

You'll be given responsibility for key areas of the marketing output, including content, social and email marketing, whilst being given the opportunity further down the line to either specialise or continue building your skillset to move up within the department.

Your core KPIs will be based around lead generation, digital brand presence, personal skills development, and online community growth. KPIs will be both individual and departmental, and decided as a team to help achieve strategic goals.

We're a small team but we have a long-term vision in place for developing the marketing department. We need someone who wants to help us make it a reality whilst also building their own skills and progressing their career.

This role is a hybrid role, split between home and our Escrick office



We're flexible with working arrangements and provide support to allow you to work effectively and balance home/work responsibilities.

### **What will the Digital Marketing Executive do?**

In this role, you would be responsible for:

#### **Social media**

- Social media scheduling and management
- Further developing the current social media strategy with a focus on growing our community

#### **Content creation**

- Contributing content ideas and developing through to creation
- Copywriting for website, landing pages, social media, and creative content
- Content creation across different mediums and channels (e.g., videos, imagery etc.)
- Working with teams across the business to support the creation of content – whether gathering info to create it yourself or supporting others in producing content for us
- Working with the sales team and our customers to create case study content

#### **Digital marketing processes**

- Setting up and managing webinars end-to-end
- Working with HubSpot to monitor and create workflows to aid lead generation
- Updating and maintaining the CRM as part of general housekeeping
- Updating, maintaining the website and content on a regular basis

#### **Department input**

- Developing and maintaining processes to help make your day as efficient as possible
- Contributing to the development of strategy, research, and new ideas for the dept.
- Learning about our industry/customers and developing a baseline knowledge of IT to aid with content ideation and creation
- Personal development and learning

We are a flexible and evolving organisation, meaning that a job description can never be exhaustive – whilst we will not make unreasonable requests, we expect and appreciate that all employees will take



on appropriate work as necessary to support team and business achievements, and to develop their skills.

### Key Skills and Subject Matter Expertise

To succeed in this role, you will need:

- A genuine interest in digital marketing and developing further in the industry
- Around two years' experience working in a digital marketing role, or the ability to demonstrate an equivalent depth of experience.
- Attention to detail, accountability, and great organisation skills
- A solid understanding of digital marketing channels and basic best practice
- Proven copywriting skills with the ability to adapt tone of voice to fit a brief.
- Social media content creation and management experience
- Experience collaborating with colleagues across different departments and/or working with external clients/suppliers
- Content creation skills (including basic video/image editing skills)
- Understanding of data protection and GDPR, and how to apply the knowledge in your role
- An appetite for learning about new industries and tools
- Basic understanding of SEO and how it impacts digital channels

As a bonus, it would be helpful if you had:

- Experience using HubSpot marketing tools (or similar) and / or a CRM (e.g., Salesforce, Dynamics etc.). If you don't have this experience, you'll need to be ready to learn.

### Tools we use

Here's a list of the tools we use so you can get an idea of what you'd be using in your day-to-day role (full training will be provided):

- Canva
- HubSpot
- WordPress (and various plugins)
- Adobe Suite (Photoshop, Premier Pro etc.)
- Google Analytics



- Google Search Console
- Microsoft Teams (webinars/live events)

## Standard Responsibilities

All employees are responsible for:

- Performing any duties which might reasonably be required by the business
- Abiding by PowerON policies and procedures as set out in the Employee Handbook
- Understanding and fulfilling their responsibilities in relation to Quality & Information Security.
- Reporting all incidents and concerns, no matter how small the potential risk