

Job title	Digital Marketing Executive	Reporting to	Marketing Manager
Location	CASCO Pet HQ, UK (Horsham, West Sussex)	Position type	Full time/Hybrid working opportunity
Direct Reports	N/A		
The Company			
<p>CASCO Pet is a global business specialising in pet and aquatic shop fitting and revolutionary veterinary clinical housing with manufacturing and sales operations around the world. We are proud of our reputation for innovative and flexible designs which place us as the market leader in the pet and veterinary industry.</p> <p>Established in 1997, our Head Office is based in the UK with offices across Europe (Germany, France, and Portugal) and the USA and Australia.</p>			
Job Description			
<p>Reporting to the Marketing Manager, the Digital Marketing &amp; Executive will be responsible for executing a wide range of marketing activities, primarily online but some offline activity will also be necessary. Therefore, in-depth experience in all aspects of digital marketing, (social media, email marketing – preferably using Salesforce/Pardot, Google – SEO, Ads &amp; Analytics, and website CMS) and exceptional copy writing skills are essential for this role.</p> <p>We have big ambitions, and we want someone to help us bring as much value as possible to the business by delivering a first-class marketing and communication plans.</p> <p>It is a dynamic and varied role which requires a real eye for detail and the ability to manage multiple projects to strict deadlines. A passion for pets and experience in the pet or veterinary industry would also be a distinct advantage.</p>			
Key accountabilities - main areas of responsibility			
<p><b>Marketing Automation/ Email Campaigns</b></p> <ul style="list-style-type: none"><li>Develop a strong, consistent and data driven email marketing strategy (within Pardot) to complement our ambitious growth plans.</li><li>Build well planned email marketing campaigns to nurture prospects, drive leads and engage with customers.</li><li>Own the prospect data and be responsible for ensuring accuracy for reporting.</li><li>Design &amp; write Pardot emails with strong call to action and completion actions for sales team.</li><li>Work with the design team to select appropriate images and video for campaigns.</li><li>Creating specific lists (within Pardot) for accurate, relevant targeting</li><li>Setup and manage nurture campaigns.</li><li>Establish and set up campaign specific objective and conversions and ensure they are accurately set up and tested before launch.</li><li>Collaborate closely with sales and product teams to ensure email messaging are consistent, timely and complementary.</li><li>Organise appropriate translations per territory.</li></ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"><li>Plan, publish and monitor social campaigns – using Hootsuite Business.</li><li>Create content plan with drafts for all social – aim to have content planned 2 months ahead</li><li>Select appropriate images and video, using photoshop where necessary</li><li>Create robust retargeting campaigns.</li></ul>			100%

<ul style="list-style-type: none"> <li>Organise appropriate translations</li> <li>Providing timely and accurate reports and recommendations</li> </ul> <b>Additional content/Copy Writing</b> <ul style="list-style-type: none"> <li>Case studies</li> <li>Website content</li> <li>Presentation materials (for marketing and senior leadership team)</li> <li>Ads – Headlines, body copy and calls to action for on and offline Ads</li> <li>Blog content</li> <li>Product descriptions</li> <li>Additional (non-product) copy for brochures</li> <li>Press releases</li> <li>Tradeshow graphics and associated materials</li> <li>Video scripts</li> <li>Internal comms to support HR and CASCO Hub</li> </ul> <b>Reporting – test, learn and optimise</b> <ul style="list-style-type: none"> <li>Monitoring Google analytics Dashboards for website, SEO and Ads – making recommendations based on results</li> <li>Produce and share Social Media results – via Hootsuite analytics looking to find best time, right content approach</li> </ul>	
<b>Contacts - External</b>	<b>Contacts - Internal</b>
<ul style="list-style-type: none"> <li>Customers – via social commentary</li> <li>Agencies – Grandad Digital, Ninja Media, Salesforce</li> <li>Translation Agencies</li> <li>Media Owners</li> <li>Printers</li> </ul>	<ul style="list-style-type: none"> <li>Marketing Manager</li> <li>Website &amp; Design Executive</li> <li>Sales Team</li> <li>Help Desk</li> <li>Operation Team</li> <li>Print &amp; Graphics Team</li> </ul>
<b>Role Related Expertise required</b>	
<b>Qualifications/Experience</b>	
<ul style="list-style-type: none"> <li>Previous experience in a Digital Marketing role – minimum 2 years</li> <li>A certificate or degree or equivalent in Marketing, preferably Chartered Institute of Marketing (CIM) or Digital Marketing Institute (DMI), working experience in an agency or client side or equivalent would be ideal</li> <li>Working experience in Social Media &amp; Digital Marketing, lead generation, Google Analytics, and Google Adwords</li> <li>Experience of using Marketing Automation System – preferably Pardot by Salesforce</li> <li>Exceptional copy writing skills</li> <li>Experience of using CMS</li> <li>Strong skills in Microsoft Office, particularly in PowerPoint</li> <li>Experience of photoshop or alternative</li> <li>Basic understanding of HTML</li> </ul>	
<b>Required Skills</b>	
<ul style="list-style-type: none"> <li>An excellent digital marketer with the ability to translate business objectives into high quality brand communications.</li> <li>Excellent eye for detail and exceptional copy writing skills</li> <li>Strong communication skills (both verbal and written)</li> <li>Ability to priorities work load and multi-task</li> <li>Able to use initiative and to work in an organised fashion, often under pressure</li> </ul>	

- Good problem-solving skills, 'Can do', 'working together mindset' and positive attitude
- Team working skills, confident, exceptional attention to detail, discrete, trustworthy and reliable
- Ability to speak French or German would be an advantage
- Passion for pets would be a great advantage for this role
- Ability to deliver and manage multiple campaigns as outlined in annual & monthly marketing plans
- Excellent organisational, communication and project management skills

#### Incentive Scheme

- Salary up to £30k p/a depending on experience
- Hybrid working opportunities (home equipment provided)
- Bring your dog to work, subject to the company's Petiquette guidelines
- 22 days leave, plus bank holidays per annum. Plus an additional day's leave for each completed year of service, up to a maximum of 5 years.
- Plus a day off to celebrate your birthday\*
- Annual profit related bonus
- Wellbeing Health Scheme
- Employee Assistance Programme
- Company pension
- Free on-site parking

\* after 2 years continuous service and when the birthday falls on a working day