

Job title	Digital Marketing Executive	Reporting to	Marketing Manager
Location	Broadbridge Heath, West Sussex	Position type	Full time/Hybrid working opportunity
Direct Reports: N/A			
Job description: <p>The Digital Marketing & 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 & Analytics, and website CMS) and exceptional copy writing skills are absolutely essential for this role.</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			
Marketing and Digital Communications			<u>% Time Required</u>
➤ Marketing Automation/ Email Campaigns <ul style="list-style-type: none"> - Develop engagement effective programmes (within Pardot) - Design & write Pardot emails with strong call to action and completion actions for sales team - Select appropriate images and video, using photoshop where necessary - Creating specific lists (within Pardot) for accurate, relevant targeting - Setup and manage nurture campaigns - Establish and set up campaign specific objective and conversions and ensure they are accurate set up and tested before launch - Organise appropriate translations - Monitoring campaigns through the creation of salesforce and Pardot dashboards/ reports 			30%
➤ Social Media and Paid Advertising <ul style="list-style-type: none"> - Plan, publish and monitor social campaigns – using Hootsuite - Create content plan with drafts for all social – aim to have content planned 2 months ahead - Select appropriate images and video, using photoshop where necessary - Create Google Ads & Identify appropriate key words (positive and negative). - Create robust retargeting campaigns - Organise appropriate translations - Providing timely and accurate data and recommendations 			30%
➤ Additional content/Copy Writing <ul style="list-style-type: none"> - Case studies - Website content - Presentation materials (for marketing and senior leadership team) 			35%

<ul style="list-style-type: none"> - Ads – Headlines, body copy and calls to action for on and off line Ads - Blog content - Product descriptions - Additional (non-product) copy for brochures - Press releases - Tradeshow graphics and associated materials - Video scripts - Internal comms to support HR and CASCO Hub <p>➤ Reporting – test, learn and optimise</p> <ul style="list-style-type: none"> - Monitoring Google analytics Dashboards for website, SEO and Ads – making recommendations based on results - Produce and share Social Media results – via Hootsuite analytics looking to find best time, right content approach - 		5%
Contacts		
External		Internal
<ul style="list-style-type: none"> • Customers – via social commentary • Agencies – Grandad Digital, Ninja Media, Salesforce • Translation Agencies • Media Owners • Printers 		<ul style="list-style-type: none"> • Marketing Manager • Website & Design Executive • Sales Team • Help Desk • Operation Team • Print & Graphics Team

Qualifications, Skills, Experience required and Package

REQUIRED SKILLS:

The Digital Marketing Executive will ideally have the following skills/qualifications:

EXPERIENCE & QUALIFICATION

- Previous experience in a Digital Marketing role – minimum 2 years
- 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
- Working experience in Social Media & Digital Marketing, lead generation, Google Analytics, and Google Adwords
- Experience of using Marketing Automation System – preferably Pardot by Salesforce
- Exceptional copy writing skills
- Experience of using CMS
- Strong skills in Microsoft Office, particularly in PowerPoint
- Experience of photoshop or alternative
- Basic understanding of HTML

SKILLS

- An excellent **digital marketer** with the ability to translate business objectives into high quality brand communications.
- Excellent **eye for detail** and exceptional **copy writing** skills
- Strong communication skills (both verbal and written)
- Ability to **priorities work load** and multi-task
- Able to use initiative and to work in an organised fashion, often under pressure
- 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

PACKAGE

- 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