

## Digital Marketing Executive

We're looking for an ambitious and conscientious junior Digital Marketer looking to take their career forward in a fast-paced, forward thinking marketing team. This exciting role will involve delivering an ambitious digital marketing strategy across a portfolio of consumer and B2B brands.

We're looking for a digital all-rounder - the ideal candidate will have some experience of content management systems, front-end website development, a working knowledge of SEO principals, and will be a great communicator with excellent writing skills.

### The role will be responsible for:

- Creating, maintaining and uploading website content
- Assisting with the end-to-end content creation process, including engaging with copywriters and proof reading
- Co-ordinating, uploading and checking content and imagery for digital collateral
- Building website landing pages, including running A/B tests
- Implementing SEO best practice
- Implementing and suggesting continual improvements to the User Experience of our websites
- Creating artwork for and building email campaigns
- Creating artwork for remarketing and display banners
- Assisting the with the management of a marketing automation platform
- Assisting in the creation, design and implementation of new websites
- Assist with the overall implementation of the digital marketing strategy
- Any other tasks required by the Digital Marketing Manager

### Requirements

#### Essential:

- Experience using a content management system
- Able to read and write HTML, CSS and some Javascript
- Knowledge of SEO best practice
- An Adobe Photoshop expert
- Experience of using Google Analytics
- A strong eye for detail
- Creative thinker and problem solver
- A self-starter with the ability to learn quickly under their own initiative
- A team player who thrives in a fast paced, team driven environment

#### Desirable:

- Degree educated in a relevant subject
- At least 1 year experience in a similar role
- Experience using Adobe XD
- Knowledge of User Experience principles

- Experience of using a Marketing Automation platform

## **Rewards**

- The rare opportunity to work for the largest manufacturer of kitchens in Wales with an enviable reputation for quality and service built over 40 years of trading. We have exciting plans to take this well-established business to new levels.
- Competitive annual salary up to £22k depending on relevant skills, knowledge & experience.
- The opportunity to gain strong experience with a market leading name in South Wales.
- 20 days holiday rising to 25 with service plus 8 Bank Holidays
- Pension
- PHI (this is an incapacity benefit)
- Life insurance
- A discretionary performance related bonus based on business objectives and Company profitability.

**Apply in writing with a one-page CV and covering letter to Geoff Moore, HR Manager or e-mail [g-moore@sigma3.co.uk](mailto:g-moore@sigma3.co.uk)**

**For further information about this opportunity please contact Tom Adams on 01443 449445.**

**Closing date for applications is 12 noon on Friday 23<sup>rd</sup> November 2018.**