

JOB TITLE: DIGITAL MARKETING MANAGER
CORE HOURS REQUIRED: 40 HOURS PER WEEK, HYBRID
SALARY: £38K+ PA & BENEFITS

PRIMARY RESPONSIBILITIES

Seek marketing opportunities, create and deliver comprehensive marketing/social media campaign plans with budget requests and measurable targets, defining and implementing marketing KPI's.

Contribute to the overall business development by creating and implementing marketing plans across all market and customer segments.

Own the continued development and day to day management of Neg's website. Continuing to develop the website features in line with marketing and business goals. Creating content to increase reputational awareness and likeability.

Ownership of social media pages including Facebook, Tik Tok, Twitter, Instagram and LinkedIn. Creating and publishing content adapting suitability for different platforms to increase awareness and support reputational and business growth.

Provide monthly marketing reports based on insights and analysis from a variety of data sources.

Identify trends and implement a robust, social listening strategy to optimise interactions among customers to build company loyalty.

Continue to develop Neg's internal communication strategy & build B2B & B2C relationships.

YOUR SKILLS, QUALIFICATIONS & EXPERIENCE

Prior experience in a senior marketing/social media role with management experience.

Experience in seeking marketing opportunities, creating and delivering comprehensive marketing and social media plans and budgets with measurable targets.

Good working knowledge of WordPress website, basic HTML is essential.

Experience using Adobe Illustrator and Photoshop.

Experience writing copy.

Proven record of lead generation through different methods.

Experience building and creating B2B and B2C relationships.

Experience in planning events.

Google Analytics, reporting on Microsoft Excel, SEO, Adobe Creative Cloud (Illustrator & Photoshop), Mailchimp, and social media platforms.

TO APPLY

Fill out our application form on the website or send your CV & cover letter along with answers to questions below to people@negearth.co.uk.

- 1) Are you eligible to live and work in the UK?
- 2) Will you require sponsorship to continue to live and work in the UK in the future?
- 3) We are based in NW10 7LT. Please confirm that you are/will be within commutable distance to NW10 7LT.
- 4) There is a requirement for the ideal candidate to be flexible around working hours as this role will require weekend work on rota. Is this something you would be comfortable with?
- 5) What is your current notice period?