

Digital Marketing Coordinator

JOB TITLE: DIGITAL MARKETING COORDINATOR

DIVISION: MARKETING – INTECHNOLOGY PLC

JOB LOCATION: HARROGATE

REPORTS TO: MARKETING MANAGER

AIM OF THE ROLE

The role is heavily weighted towards digital and will require the effective delivery and operational coordination of all digital outputs of the intechologyWiFi Marketing team (inc. social media activities, web design and search optimisation). Experience of graphic design to support the delivery of design projects, as required, is also highly desirable.

The candidate will also support general marketing activities (brainstorms, planning, etc.) on an ad-hoc basis.

The Digital Marketing Coordinator will report to the Marketing Manager.

KEY RESPONSIBILITIES

Working as part of a small team, under the direction of the Marketing Manager, responsibilities will include, but will not be restricted to the following:

Digital:

1. Manage all online social media accounts (Twitter, Facebook, Instagram, LinkedIn, Google+, etc.)
2. Management of company website/s, including adding new content, refreshing designs/security updates, etc.
3. Design and build new websites as necessary (e.g. brand microsites)
4. Write, design and create engaging online content, in line with marketing plans
5. Research relevant news and articles for use in online media
6. Research potential opportunities
7. Increase traffic and engagement across all online accounts using appropriate methods

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8. Manage SEO/PPC/Marketing Lead Generation tools (Trovus, etc.) and other online marketing tools
9. Create mailshots and manage mailing lists
10. Analyse data to discover trends (using Google Analytics/Search Console, etc.)
11. Report performance on digital campaigns/online
12. Keep abreast of new social media sites, web technologies and digital marketing trends; implement these new technologies in developing campaigns and update current campaigns to include new information
13. Drive traffic to website/s

Design:

Note:

This Job Description sets out the main duties of the post at the date when it was drawn up. Such duties may vary from time to time, without changing the general character of the post or the level of responsibility entailed.

ISO

Responsible for ensuring that they are aware of the security policies and procedures of the Information Security Management System (ISO27001) and how these specifically relate to the information resources they have access to.

All security events, whether suspected or actual, must be reported immediately to the Information Security Manager on detection, without exception, including underperforming or broken processes that may lead to information leakage or a security breach.

Responsible for ensuring that all activities are carried out in accordance with their requirements including:

- Ensuring that they fully understand and execute their responsibilities under the QMS;
- Ensuring that they know and understand the company Quality Policy;
- Informing their Department Managers of any quality issues of concern;
- Ensuring that they adhere to best practice.

PERSON SPECIFICATION

The ideal candidate will have the following skills, attributes and experience:

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- Demonstrable senior experience within a corporate digital, design, and marketing environment essential
- Track record in growing an online audience
- High-level/developed web design skills (HTML/CSS/Wordpress, etc.) essential
- Good knowledge of PPC (Adwords), SEO, Analytics, Search Console, etc.
- Creative approach – able to generate new ideas
- Graphic design experience and sound working knowledge of Adobe Creative Suite desirable.
- Motivated and driven personality, with a level head and the ability to work under pressure/to deadlines
- Excellent communication skills – both verbal and written
- Self-motivated and able to work without supervision as necessary
- A flexible approach to hours of work: (may be required to work away from home from time to time, or work hours beyond the company standard)
- Understanding/experience of the Information Technology industry is also advantageous

HOURS OF WORK

The company's standard hours of work are from 9.00am–5.30 pm, with one hour for lunch, although some work outside of these hours will be required.