

Digital Marketing Executive

Summary

Notion, the UK's leading Business and Executive Coaching Company, works out of its funky Head Office in the centre of Leamington Spa, and is gearing up for the next level of growth. To support this, we need to bring in a multi-talented Digital Marketing Executive who has a flair for creativity, is commercially minded, and has an unusually high attention to detail to ensure that our online paid advertising and online profile continues to delight and excite potential clients.

As a growing Head Office team, we achieve a very high output; we move quickly (never a dull moment!), and we maintain a cheery attitude. We work hard and gain satisfaction from the outstanding feedback that we get from our clients.

If you're tech savvy, you'll enjoy working with us as we use a variety of online services to drive our marketing including our own CMS, Google Adwords, SEO and CRM systems and an online project / task management system, to name a few.

In this role, you'll work closely with the Directors of the business as well as our Client Development Manager and Marketing Communications Executives to help them translate their ideas into impactful commentary to support overall marketing initiatives. As the role expands, there is also the opportunity to work with other senior members of the team to translate ideas into thought pieces / content / blogs / case studies / surveys and reports (and occasional marketing collateral).

You'll need to be proactive and not be shy in seizing upon the work that needs to be done in order to make sure that our communications go out on time (rather than waiting to be asked). Being able to work under some pressure is essential (we did say never a dull moment)!

You'll have to understand our client's and target client's requirements, as well as the services that we provide in detail, so be prepared for a steep learning curve.

You'll need to be articulate (our clients are typically Senior management) and able to write with clarity, demonstrating excellent grammar whilst injecting humour where appropriate (you can't take it too seriously!). You will also need to be proactive in using your creativity and in your use of the tools available to you to push the quality boundaries of what we can accomplish.

You will begin to take on responsibility from the outset as we shift our marketing up a gear to support our planned growth. The team you'll be joining will continue to grow over the next 2 years, so for a talented individual with a passion to learn quickly and who wants to deliver us a service at their highest level, the future opportunities to develop further are good.

You'll need to have exceptional spelling and grammatical skills. You may have a degree in marketing or be experienced working in this field and have a desire to put what you've learned to good use.

What we can offer in return for all of this is a competitive rate, a huge amount of personal development in a dynamic environment, and the chance to expand the role as the business grows further (we're growing fast so there's a lot of opportunity to contribute to our growth).

Role Details

This role is all about leveraging digital platforms to drive our **lead generation** and proposal closure rates.

The following is a list of example tasks and expected output from the role. Most of the tasks will need to be completed by yourself in collaboration with the marketing team, and others will require you to either work with freelance specialists or engage the Directors directly; It will be your responsibility to see that your work 'runs on rails'.

The target measurable output is generating more leads!

- Take direction from the Directors and assist in implementing the marketing plan for the company
- Manage our Websites – updating content, ensuring integrity of links and visitor journeys, calls to action in place, SEO in place
- Assisting with managing and monitoring the company's social media presence
- Working with the marketing team to repurpose existing content for different channels and formats to maximise the marketing impact
- Creation of new content for webpages, email campaigns, blogs etc including developing a schedule to ensure there is a constant stream of relevant information to stimulate the market
- Review all web pages on our various web sites, campaign emails, blogs and downloadable articles and take responsibility for ensuring that these are updated (drawing from the Directors where necessary)
- Become familiar with the various audiences within our CRM system so that you can contribute to campaign ideas
- Track, monitor and analyse performance statistics for various campaigns
- Proactively block out time with the Directors to get their input into the design and refining of ad campaigns and other digital communications
- Supporting our Marketing Assistant with scripting, filming and editing (commissioning of editing by 3rd parties) of video collateral to be added to websites or marketing campaigns or proposal landing pages
- Maintaining the current Google Adwords campaigns and researching potentially new keywords to drive convertible traffic

Internal Collaboration:

- Work with the Client Development Team to discuss and commission the design of new marketing collateral where this is identified as needed to support proposals, or help to create it yourself if you have the skills and capacity
- Work with the Client Success team to coordinate the production of case studies from particular clients that can contribute future marketing and provide collateral for proposals
- Work with our Coaching Manager and senior Coaches to improve and keep up-to-date the biographies of the Coaches and Trainers so we can market them to the best of our abilities

Desired Skills & Experience:

- Experience managing websites built on Wordpress would be an advantage
- Proven experience of working within a marketing function with a track record of delivering direct correlations to commercial results including increased **lead generation, increased sales** or similar
- Experience in managing websites including ensuring SEO is in place and webpages are optimised for key search terms.
- Competent with technology and experienced working with internet marketing platforms including CMS, autoresponders, Google Adwords, Facebook, Linked-In, Twitter and other social media and video distribution platforms
- A desire to learn - we're on a constant learning journey
- Ability to work with people at all levels, including outsourced support team such as graphic designers
- Skilled in working on simultaneous projects, reprioritising workloads and planning for delivering to tight deadlines - so strong organisational skills too
- Skilled at overcoming issues and seeing potential solutions – proactive in getting on with things and sensitive to impending deadlines

Other Key requirements:

- Someone who is resilient with an outgoing nature
- Friendly manner, quick and articulate when speaking with an excellent vocabulary
- Proactive and self-motivated

Other information:

The company is currently situated in central Leamington.

Highly competitive hourly rates negotiable dependent on experience.

1. Please **email your CV and covering letter** to **vacancies@notionltd.com**

Call 01926 889885 and ask to speak to Julia Robinson if you have any questions.
Thank you and we hope you'd like to come and join us.