



Description

The E-Commerce & Digital Marketing Executive will be responsible for driving sales through the group websites by delivering engaging campaigns across social media, PR, email marketing and other digital marketing channels.

We are the leading manufacturer of MDF Architectural Mouldings in the UK and Ireland, an exciting new position has arisen for an Ecommerce & Digital Marketing Executive to join our European Quality Award winning team.

E-Commerce & Digital Marketing Executive

Main Responsibilities of the Job

*Full job description available after shortlisting

- Delivery of the digital marketing and online PR strategy by creating and implementing campaigns that will drive footfall to the company websites, sales conversion, increase customer retention and develop campaign specific landing pages.
- Responsible for the day to day development and maintenance of all company websites, working closely with the in-house ICT team and external providers to ensure the brand message is consistent across all online platforms.
- Day to day running of digital communications including email marketing and social media.
- Execution of campaigns across all digital channels including SEO and PPC.
- Implementation of new digital marketing initiatives for the SAM Group (see full job description).
- Champion customer needs by identifying and analysing customer types, maintaining in house systems and delivering in association with the Marketing and Sales Team a platform for an excellent customer experience.
- Participate and deliver relevant departmental key performance indicators, tactical plans and departmental projects to ensure company strategic goals are achieved.
- Support all other Marketing activities and any other duties as required.

Essential Criteria

Education

Minimum of 2:2 degree qualification in Digital Marketing, Marketing, e-commerce or equivalent.

Experience

Minimum of 2 years' experience in an equivalent position.

Working experience of search engine marketing including PPC and SEO and Google Analytics or a similar package.



Working understanding of UV and the customer journey, a passion for traffic conversion and customer retention.

Experience of e-commerce and online account management.

Special Skills

You must be professional, have a high degree of initiative, be commercially focused and have the ability to relate to and understand all areas of the business.

Exceptional written and verbal communication skills including strong copywriting skills.

You need to demonstrate and lead by the company values.

Circumstances

You must be flexible with regards your working hours and be able to travel outside of Northern Ireland if required.

Desirable Criteria

Experience

Working understanding of augmented and virtual reality and/or new-age advertising.

Proven track record of meeting departmental KPI's and delivery of multiple projects on time and on budget.

Experience working with a marketing portal such as Hubspot.

Key Terms & Conditions

Contract Type: Full Time, Permanent Contract. 6 months probationary period applies.

Hours of work: 42.5 Hours per week inclusive of break times. Mon – Fri 8.30am – 5pm

Salary range: To be discussed with successful applicant

Payment is made monthly by BACS transfer.

Pension

3% employer contribution

3% employee contribution is mandatory for employer contribution



Holiday Entitlement

5.6 weeks inclusive of all statutory holidays and factory closures.

Healthcare Package: Westfield Healthcare Level 1 cover for the employee: Available after 6 months and covers the employee's children under the age of 18. Non-contractual and fully funded by the company.

Life Assurance Package: Available after 6 months service. Terms and conditions do apply.

Bonus Scheme: "Profit share" and "Customer Satisfaction" bonuses apply. Non-contractual and both are annual bonus payments.

To Apply

Please forward CV and complete the SAM Monitoring form before the closing date of 4pm on Friday 4th June 2016