

DIGITAL MARKETING EXECUTIVE

DESCRIPTION

We have an exciting opportunity for an experienced creative individual to take up a position within our Marketing department. We are an award-winning hand knitting yarn company who provides a friendly and welcoming working environment.

DETAIL

Job title: Digital Marketing Executive
Location: West Yorkshire Spinners, Keighley
Hours: 37.5 hours per week, Monday – Friday
Salary: Competitive salary, dependent on experience

Supporting our Marketing team to deliver a quality service, the principle duties of this role will include:

- Responsible for the multi-channel digital development/communications whilst successfully building, running and developing digital campaigns
- Developing and maintaining our new website whilst performing SEO analysis and identifying opportunities to improve our web presence
- Building and running successful PPC and SEO campaigns and demonstrate a good understanding of analytics and ROI
- Creating email campaigns via Mail Chimp
- Aptitude for design and branding, skills with PhotoShop and Illustrator are essential
- Working closely with our Senior Marketing Executive and Brand Manager on the creation of high-quality content and campaign ideas
- Using a range of digital marketing tools to develop strategies to drive audience growth and engagement
- Developing and managing our social media presence
- Running Adwords campaigns
- Using Google Analytics for insight and get involved with monthly reporting
- Any other ad-hoc duties as required

To be considered for this position, applicants will need to:

- Have the right to work in the UK
- **Have working knowledge and experience in PhotoShop is essential**
- Have knowledge of In-design and Illustrator would be advantageous
- Have photography skills are desirable
- Have Google certified accreditations are desirable
- Be able to multi-task and work on multiple projects at once
- Have a good standard of written English
- Have a good knowledge of Microsoft Packages
- Be able to easily commute to the factory in Keighley
- Have excellent attention to detail
- Be reliable and trustworthy
- Be flexible
- Work as part of a team

Please note, you will be asked to demonstrate a strong portfolio of work at interview stage.

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