

DIGITAL MARKETING SPECIALIST

We are currently hiring an experienced digital marketing professional to join our world-class team in Limavady.

We design and manufacture clinical, therapeutic seating for patients and caregivers in hospitals and care homes for those with disabilities and sell our products throughout the UK & Ireland, Canada, Australia and the US.

Learn more about us here: <https://bit.ly/2zRRLi5>

Our new digital marketing specialist will be working to help promote our company and our life changing products to these markets across the world.

RESPONSIBILITIES INCLUDE:

- Planning & implementation digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising
- Maintaining our social media presence across all digital channels
- Measuring and reporting on the performance of all digital marketing campaigns

If you live and breathe digital marketing, we want to talk to you. We are looking for a Digital Marketing Specialist to develop, implement, track and optimize our digital marketing campaigns across all digital channels.

WHAT DOES A DIGITAL MARKETING SPECIALIST DO?

You should have a strong grasp of current marketing tools and strategies and be able to lead integrated digital marketing campaigns from concept to execution. Digital marketing Specialist will work with the marketing, sales and customer service teams to implement campaigns.

RESPONSIBILITIES

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

REQUIREMENTS

- BS degree in marketing or a related field
- Proven working experience in digital marketing
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate
- Experience in optimizing landing pages and user funnels
- Solid knowledge of website analytics tools (e.g., Google Analytics)
- Experience in setting up and optimizing Google Adwords campaigns
- Working knowledge of HTML, CSS, and JavaScript development and constraints
- Strong analytical skills and data-driven thinking
- Up-to-date with the latest trends and best practices in online marketing and measurement

We are interested in hearing from both experienced individuals and recent graduates.

WHY JOIN US?

We have a great company culture of positivity, respect, fun & appreciation for each team member. We have regular company lunches, team activities, on-site gym, opportunities to visit customers & suppliers abroad (15 of us have been to Japan!), and opportunities for career progression as our company grows.

Skills are important to us, but a persons' attitude means so much more. We really do hire for attitude and teach for skill. So while we're looking for someone with a few years digital marketing experience, skills in SEO, web development and CRM, we really want to know if you're willing to learn, develop, grow yourself and the business.

We do things a little differently at Seating Matters & the first step in our recruitment process is to send a 2-3 minute video application via WhatsApp telling us a bit about yourself, your experience and why you might like to join the team here at Seating Matters.

Here's a link on what the video application should entail (https://youtu.be/l_IBq59e0LA).

If you think you fit the bill, send your application to +447843138991 as soon as possible! For more info visit <https://www.seatingmatters.com/careers>.

We can't wait to hear from you! Martin Tierney Director at Seating Matters