

JOB DESCRIPTION

Job Title: Digital Marketing Executive

Purpose of Job: Implementing full range marketing activities

Location: Watchfield, Nr. Swindon, Wiltshire SN6 8TY

Role: We are looking for a highly skilled Digital Marketing Executive who is ready for their next challenge and ready to hit the ground running. Join PPM for a unique business experience; supporting different business lines and working to target niche B2B tech markets.

You will be responsible for developing, implementing, and managing digital marketing campaigns that promote the company's products, services, and brand.

This role requires a combination of technical, analytical and creative skills to develop and execute effective marketing campaigns.

The Digital Marketing Executive is a crucial part of PPM's success and you will be supported to develop your digital skills and wider marketing knowledge within an Investors in People Gold accredited business.

RESPONSIBILITIES:

- Plan and execute comprehensive digital marketing strategies to enhance brand awareness and lead generation.
- Develop and manage digital campaigns across various platforms, including social media, email, SEO/SEM, and display advertising.
- Measure and analyse the performance of digital marketing efforts using web analytics tools (e.g., Google Analytics) to drive improvements and optimize ROI.
- Stay updated on industry trends and best practices in digital marketing to suggest and implement innovative ideas.
- Collaborate with sales and product teams to create engaging content for websites, social media, and other digital platforms.
- Manage and optimise the company's website content, ensuring it is SEO-friendly and user-centric.
- Monitor and manage online brand reputation and presence across digital channels.
- Production and editing of videos and product photography.
- Support exhibitions team where required.
- Creating and distributing promotional material, from brochures to signs.

SKILLS/EXPERIENCE:

- Proven work experience as a Digital Marketing Executive or similar role.
- In-depth knowledge of various digital marketing channels and best practices.
- Proficiency in digital marketing tools (e.g., Google Ads, SEO tools, social media management tools).
- Strong analytical skills and experience in interpreting data to drive insights and action.
- Excellent written and verbal communication skills.
- Creative thinking with the ability to develop engaging marketing content.
- Ability to work independently and collaboratively in a fast-paced environment.
- Excellent attention to detail and accuracy
- Ability to articulate your ideas clearly and persuasively

PERSONALITY/CHARACTER:

- Driven and self-motivated
- Passionate about your work and for the marketing profession and its best practices
- Can do attitude, willing to go the extra mile to achieve your goals
- Hands on – prepared to get stuck in with everything
- Keen to learn and develop
- Able to work effectively as part of a team and collaborate with colleagues from different departments

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