

Role: Digital Marketing Executive

Reporting To: Digital Marketing Manager

Location: Norwich

Contract: Full-time, Permanent (Mon-Fri 9am – 5pm)

Salary: £21 000 - £26 000 per annum

Benefits: Pension, Health Plan, 5 weeks' holiday (Plus Bank Holidays and Birthday off), Holiday purchase scheme (up to an additional 5 days), Gym discounts

Are you a whizz on the web who has experience of using a CMS? Perhaps you do a little coding behind the scenes to pass time or love to manipulate images in Photoshop? If you possess both the technical and creative skills required to make a great website experience, then our marketing team is the place for you!

Leaders in delivering ISO certifications into the UK market, QMS offer a friendly and professional service that is highly rated by customers and unique to the marketplace. Through creative design, powerful content, a passion for improvement and a good understanding of our audiences you can help us to ensure our marketing activities remain relevant, interesting and fun.

Responsibilities:

- Regularly update website with new content
- Production of new web page designs, promotional images and offline brochures
- Ensure all web content is produced with SEO in mind
- Ensure website is optimised for the user, utilising Conversion Rate Optimisation best practices
- Monitor, analyse and report on campaigns to ensure they deliver on objectives
- Liaise with colleagues to share insights and best practice
- Ensure ongoing compliance to the General Data Protection Regulation (GDPR)
- Keep ahead of latest digital marketing trends and innovations
- Analyse, plan and coordinate innovative social media strategies to drive lead generation and increase brand awareness

Required Experience, Knowledge and Skills:

- Proven experience producing designs and content for the web via a CMS
- Excellent design skills, preferably with experience of the Adobe package including Photoshop and InDesign
- Strong, creative mind
- Commercially savvy with strong multitasking skills
- Understanding of HTML and other mark-up languages
- Manage and maintain the accuracy of the contact data base and associated customer preference centre
- A demonstrable track record of delivering ROI for social media strategies

Desirable Qualifications, Skills and Experience:

- Content management experience – for example WordPress
- Design skills – editing images, creating campaigns for both on and offline channels
- Knowledge of Google Analytics and social media monitoring tools
- Solid understanding of SEO and CRO best practices
- Some experience of video production and editing
- Confident communicator
- Intermediate to advanced excel and reporting capabilities
- Ability to be process-driven and rely on data to make decisions
- General B2B knowledge/experience preferable

Our company is proud of its culture and values, colleagues are expected to demonstrate our values in their day to day delivery of their roles.

Please note: While we endeavour to respond to all applications, if you have not heard back from us within 3 weeks of applying, your application has not been successful on this occasion. Applicant details will be kept on file for 12 months.

I BRING MY BEST
OUR COMPANY VALUES AT **QMS**



I DO THE RIGHT THING



I CARE AND SUPPORT



I OWN IT



I AM FORWARD THINKING