

Role: Digital Marketing Executive

Reporting To: Brand and Content Marketing Manager

Location: Norwich

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

Salary: £21 000 - £28 000 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 is great at using marketing automation software? Perhaps you do a little coding behind the scenes to pass time or love to manipulate images in Photoshop? Whatever your skillset, if digital marketing is your sweet spot and you have a desire to make your mark in the world, then our marketing team is the place for you!

Leaders in delivering ISO certifications in to the UK market, QMS offer a friendly and professional service that is highly rated by customers and unique to the market place. 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:

- Analyse, plan and coordinate innovative social media strategies to drive lead generation and increase brand awareness
- Regularly update website with new content
- Ensure all content is produced with best practice SEO in mind
- Produce and manage a variety of email campaigns, including the monthly newsletter, to both prospects and clients, delivering these through Salesforce and our Marketing Automation software (Communiqator).
- Monitor, analyse and report on campaigns to ensure they deliver on objectives
- Liaise with external partners and agencies to advise on 'hot topics' and ensure that key messages are integrated across all media used
- 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

Required Experience, Knowledge and Skills:

- Proven social media marketing experience in a business capacity
- A demonstrable track record of delivering ROI for social media strategies
- Strong, creative mind
- Proven experience producing content for the web and building audiences online
- Commercially savvy with strong multitasking skills
- Understanding of HTML and other mark-up languages
- Experience with marketing automation software – for example Communiqator
- Manage and maintain the accuracy of the contact data base and associated customer preference centre

Desirable Qualifications, Skills and Experience:

- Knowledge of Google Analytics and social media monitoring tools
- Content management experience – for example WordPress
- Confident in managing native video campaigns
- Confident communicator

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- Intermediate to advanced excel and reporting capabilities
- Ability to be process-driven and rely on data to make decisions
- General B2B knowledge/experience preferable
- Intermediate to Advanced PowerPoint