



## BE PART OF OUR GROWTH – COME ON-BOARD! AG ARE SEEKING A DIGITAL MARKETING EXECUTIVE

### LOCATION

Preston

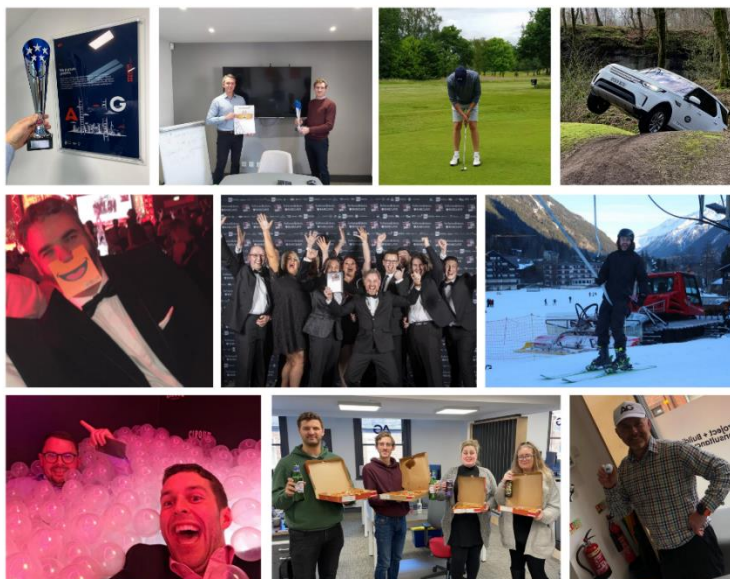
### ABOUT US

AG are an ambitious and dynamic practice who recognise and reward contribution. We don't let a good idea get in the way of the best idea. We are an award-winning Project and Building Consultancy with offices across the North of England with a reputation for delivering commercially savvy advice to local and national clients including industrial, residential, retail, office; both occupiers and landlords.

We are extremely growth focussed and are looking to achieve a 100% growth over the next 3 years as part of our business growth plan. We have big ambitions and want the best team with us on this exciting journey.

We couldn't have achieved the success we have without our dedicated and hardworking professional team and AG are fully committed to the professional and personal growth of our team. We have a flat company structure giving employees the opportunity for fast track to the top.

Finally and if not most importantly, we believe work should be fun and enjoyable and aim to ensure our team has a brilliant (fun) career!



## WHO WE WANT

The Social Media and Digital Marketing Executive is a pivotal role within the Business Development Department to develop Anderton Gables (AG's) social and digital activities, boosting visibility, customer engagement, enquiries and sales.

As Social Media and Digital Marketing Executive you'll drive AG'S online presence along with sister company Trumetric (TM), supporting strategies developed by the BD & Marketing Director and creating compelling content for social media platforms and e-campaigns.

Other activities will include but not limited to: digital / social lead generation campaigns, automation, website maintenance – including SEO, targeted PPC campaigns, email marketing, social engagement. The role is also expected to carry out some graphic design and video editing for the creation of content.

## MAIN TASKS

### **Includes but not be limited to:**

- Developing creative and engaging social media content that supports the Marketing / Business Development Strategies across the business.
- Managing the day-to-day handling of all social media channels for AG and TM such as Instagram, Facebook, LinkedIn, and YouTube, adapting content as required dependant on specific channels
- Working closely with the team to create engaging content across multiple platforms
- Managing and facilitating social media communities by responding to social media posts and developing engagement
- Monitoring, tracking, analysing, and reporting on performance across social media platforms
- Researching and evaluating the latest trends and techniques in order to identify new and better ways of engaging AG's target audience through social media activity
- Analysing competitor activity
- Recommending improvements to increase performance and effectiveness of campaigns and activities
- Maintenance and optimisation of the companies websites to increase traffic, generate leads and increase conversion. Ensures customer journeys are seamless and leads are passed to the correct stakeholders
- Coordinates the website development roadmap, including SEO
- Creates and delivers targeted email campaigns
- Prepares and creates the production of digital materials including but not limited to videos, images, digital ads, banners, emails, web pages, forms, infographics, case studies, and photos using design and graphic software packages.
- Responsible for updates to internal intranet with company resource materials
- Continuously learns our services, audiences and challenger messaging for consistency across all digital campaigns

- Works within corporate brand guidelines and reinforces them
- Measures and monitors digital campaigns' KPIs against price and timescales utilising analytics tools (e.g. Google Analytics, LinkedIn Analytics etc.)

In addition to the duties listed above, the position holder must carry out tasks assigned by their line manager that are essentially related to their duties.

### POSITION REQUIREMENTS

- Previous experience in a social media/digital marketing role. Minimum 2 years.
- Imaginative thinker
- Demonstrable experience of creating and running lead generation campaigns
- Excellent copy-writing skills
- Experience in creating engaging campaigns to drive customers through content marketing funnel
- Able to produce creative content campaigns to generate traffic/sales.
- Strong knowledge of social media platforms, Instagram Facebook, LinkedIn, YouTube etc
- A good understanding of current social media trends and platforms
- Experience of social media and lead generation of major networks (LinkedIn, Sales Nav, Facebook, Twitter, YouTube, Instagram etc
- Experience of PPC/SEO essential
- Video skills with a working knowledge of video editing software
- Must able to handle multiple projects in a fast-paced environment
- Highly organised and capable of switching between tasks to maximise self-productivity under pressure of deadlines and changing priorities

### DESIRABLE

- Experience of CRM systems in particular Pipedrive / CMAP
- Experience in using Wordpress, Hootsuite, Campaign Monitor, Mailchimp, Canva
- CIM digital marketing qualification
- Knowledge of the construction industry

### HOURS OF WORK (FULL TIME)

- 40 hours per week

### THE PACKAGE

#### Includes but not be limited to:

Recruiting and developing the best team is fundamental to our growth plans and we recognise and reward our employees by offering competitive salaries and transparent bonus scheme and a range of additional benefits that includes:

- **Our pay scale is dependent upon experience and skill levels £25,000 - £30,000**
- **On Target Bonus of £3-5k.** Your potential bonus pot being visible throughout the year and updated monthly.

- Clear and planned progression route - Fast track to the top for outstanding performers.
- Core hours working between 10am-4pm - with opportunity for flexible working to achieve 40 hours per week.
- 1-1 meetings monthly with your line manager to ensure your wellbeing and personal development.
- AG Academy - Training and Development Opportunities .
- 25 days' annual leave (increasing with service) + bank holidays .
- Pension with Employer contribution.
- Wellbeing Support including Financial, Training and Nutrition.
- Vitality Healthcare Package including ½ price membership at Virgin and Nuffield Centres.
- Inclusive professional and fun culture.
- Regular Team Social and Charity Events.
- Payment of relevant Professional accreditations.

### **AG ACADEMY**

#### **Includes but not be limited to: -**

- All our employees enrol onto our AG Academy as soon as they join us to enable them to determine training goals to support their progression.
- A progression plan is then prepared and training throughout the year structured around all employee requirements.
- We provide weekly presentations/training/workshops covering core competencies along with in-house training to help develop soft skills and managerial/business experience.

### **TRAINING AND EXPERIENCE**

#### **Essential attributes: -**

- Relevant qualification in Digital Marketing
- Minimum 2 years' experience in similar role
- Good work ethic - Can work in a team and also on own initiative.
- Confident outlook and positive attitude.
- Good time management and organisational skills.
- Good communication skills and ability to build relationships.
- Strong verbal and good numerical / report writing skills.
- Flexible and ability to work under pressure.

### **EQUAL OPPORTUNITIES**

AG are an equal opportunities employer and we encourage applications from candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity.

### **APPLICATIONS TO**

Recruitment@andertongables.co.uk