

## **DIGITAL MARKETING EXECUTIVE (B2B SaaS)**

### **The role**

A Digital Marketing Executive to initiate and drive our digital marketing strategy. This role is a mix of planning and execution, setting out and refining cross channel campaigns. Reporting to the Marketing Manager, the successful candidate will deliver the company's Marketing plan, rolling-out campaigns to agreed timescales in order to meet predetermined objectives.

### **The person**

The role requires a confident self-starter with a sound knowledge of current practices and channels, he or she will have 2 years' experience specialising in digital channels and must be prepared for a high energy, fast paced environment.

### **Responsibilities**

- Full ownership of running successful experimentation campaigns across paid channels.
- Create and execute multi-channel campaigns ensuring these are completed on time and on budget
- Setup A/B tests and performance improvements to increase conversion
- Analyse and produce reports on marketing campaigns
- Ensure KPIs are met across marketing activity
- Managing and optimising Social Media channels - posting on a daily basis and testing paid campaigns
- Create SEO-optimised copy for a range of platforms and collateral such as blogs, product and service descriptions, articles and reports
- Manage any PPC campaigns including keyword research, monitoring and reporting

### **Key Skills/Experience:**

- Previous marketing experience in a similar role – ideally in a B2B environment
- Data-driven and analytical approach to marketing
- Thorough understanding of marketing strategy, campaign planning and project management
- Strong copywriting and communication skills
- Well versed in the key concepts of digital and direct marketing including the main channels and techniques – SEO, PPC, Social Media, Print Marketing and Email Marketing
- A grounding in one of the major analytics programs such as Google Analytics
- Basic understanding of GDPR and its impact on marketing communications
- Excellent analytical and reporting skills
- Enthusiastic team-player
- Meticulous organisational skills
- Attention to detail and desire to consistently produce high quality work within deadlines
- Previous blogging and copywriting experience preferable



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