

Job title: Digital Marketing Specialist

Department: Client Delivery

Report to: Strategy Director

Salary range: From £28,000 to £34,000 p.a. based on experience

Location: 14 Berrymoor Court, Northumberland Business Park, Cramlington NE23 7RZ

Working hours and contract: Full time and permanent position – 9.00am – 5.30pm (37.5 hours per week)

Background to company

Horizon Works understands, champions and supports innovators in complex industries with B2B marketing that is clear, connected and purposeful. From our in-depth approach to understanding what our clients do, our multi-talented team of writers, designers and digital experts produce seamless marketing solutions that generate results. It's a journey we go on with our clients, to ensure their reputation and bottom line grows beyond their expectations. For further details, visit our website: <https://horizonworks.co.uk/>

Our values

Our values are core to everything we do at Horizon Works. From the way we deliver our marketing and build relationships with our clients to how we work together internally as a team. Our values are: Supportive, friendly, passionate, proactivity, driven by quality and integrity. Read more about our behaviours on our website: <https://horizonworks.co.uk/our-team/our-values/>

Our culture

At Horizon Works, we have a strong team ethic and embedded business culture. We have the perfect blend of individuals who have different backgrounds, skills and personalities and who all live and breathe our culture, values and ethos. We also all have one thing in common – a passion for delivering outstanding marketing – and this shows when we pull together to deliver client work and generate results. Our values are at the core of everything we do as a team and this is what makes it a fulfilling place to work, and why our clients love working with us. To read about life at Horizon Works visit: <https://horizonworks.co.uk/our-team/our-culture/>

Main purpose of job

The Digital Marketing Specialist is responsible for the management of all digital marketing activities/ services that Horizon Works delivers for clients, the purpose of this role is:

- To manage and deliver client work to a high standard, to deadline and budget and ensure client satisfaction/retention.
- To manage and deliver digital projects and targeted digital campaigns that will help our clients increase their profile and awareness globally.
- To drive forward the digital proposition across the business and ensure clients are fully benefiting from our digital service capabilities.
- To develop digital marketing strategies for clients.
- To develop strong relationships with clients, potential clients, colleagues and partner companies.

You will also act as an ambassador for Horizon Works, representing the company in a range of activities and initiatives.

We are looking for an experienced and passionate digital marketing professional who can shape our clients' digital strategies, come up with brilliant digital campaign ideas and develop targeted digital campaigns that will position our clients as leaders in their markets and ahead of their competitors. Horizon Works is a fast-paced and dynamic environment. Our team are specialists in all areas of marketing and are passionate about delivering the best results for our clients.

Core responsibilities

Delivery of client work

- Work with clients to scope and agree digital projects/campaigns and ongoing digital retainer requirements.
- Develop, implement and manage SEO and PPC strategies and campaigns across all online Paid Search platforms (Google Ads and Bing) and social channels.
- Deliver a range of digital activities and projects including for social media, website development, campaign landing pages, SEO, PPC, online advertising etc.
- Optimise web pages in line with SEO best practices including the incorporation of heading tags, meta titles and descriptions, keywords, images and alt tags.
- Editing and creating web page copy in line with SEO readability requirements.
- Create and manage link building strategies, content marketing strategies, and social media presences.
- Deliver client website projects including initial scope, specification, technical requirements, web page structure, coordinate front end design, SEO set-up and training.
- Use Google Analytics, Google Search Console, Google Ads, and other relevant sites to review the progress and performance of our clients' website and digital presence, providing key recommendations for improvements.
- Work with the team to develop engaging online content including videos, graphics, blogs, animations and monitor and analyse content success.
- Maintain excellent relationships with clients and become the digital point of contact.
- Monitor and review clients' digital projects and provide update reports directly with the client providing recommendations and ideas for improvements.

Delivery of Horizon Works digital projects

- Develop our own digital strategy and continuously improve our own digital marketing presence and website.
- Review the progress and performance of our website and digital presence, providing key recommendations for improvements.
- Provide digital marketing audits as part of our own business development process.
- Support in the creation of estimates, proposals and pitches for prospective clients.

Continuously focus on company and personal development

- Establish and maintain a programme of continuing personal and professional development.
- Keep abreast of new social media sites, web technologies, and digital marketing trends; implement these new technologies in developing campaigns and update current campaigns to include new information.

- Provide insights to the team on new trends and ideas – use across blogs/social media.
- Represent the company in a range of internal and external activities including networking, events, client meetings, prospective client meetings.

Candidate Profile:

Education and Formal Qualifications

- Qualified to Degree level with relevant experience in digital marketing (at least 4 years in a digital working environment).

Work Experience/Background

- Experience in the creation of digital marketing strategies, plans and campaigns.
- Experience of liaising with clients and project managing their digital requirements.
- Experience in managing digital marketing campaigns including website developments, SEO, PPC and social media.
- Experience of measuring and reviewing digital activities through relevant tools.

Specific Skills, Aptitude, Knowledge

- Strong knowledge of how digital tools add value to the overall marketing mix and strategy.
- Excellent grasp of current digital marketing techniques, tools and strategies.
- Strong understanding of digital marketing and the various tactics available such as PPC, SEO, social advertising, etc,
- Ability to prioritise and manage workload effectively.
- Ability to develop relationships with colleagues, clients and partners.
- IT literate and willing to learn new technologies.
- Shows digital excellence and knowledge.
- Team worker and flexible.
- Ability to work under pressure and meet tight deadlines.

Key Attributes

- Self-driven, results orientated and a clear focus on high standards and business performance.
- Excellent communicator (written and verbal) with an exceptional eye for detail.
- Understands the principles of digital marketing and the need for consistency within all the company's and clients branding, marketing and digital communications.
- Ability to understand and translate technical information into user friendly language.
- Able to demonstrate excellent client care and manage their needs and expectations.
- Positive attitude and demonstrate the ongoing delivery our brand values.
- Responsible, accountable and determined to succeed.

General

The content of this job description is not exhaustive and there will be an expectation of flexibility in undertaking responsibilities in keeping with the needs of the business and in accordance with the overall business strategy.

Why work for Horizonworks?

Check out our culture page on our website which will give you a flavour of working at Horizon Works: <https://horizonworks.co.uk/our-team/our-culture/>