

Job description

Job Title: Digital Marketing Executive

Location: Abingdon, Head Office

Department: Marketing

Position Reports To: Marketing Manager

Company Overview

Gigaclear is a fast growing, game changing builder and provider of pure fibre broadband services to residential customers and businesses in England. We have an ambition to make a significant difference to the broadband landscape in rural England and improve our customers lives through the provision of world class broadband services.

The marketing team are integral to the organisation's overall success by managing how we speak to our audiences, when and through which channels. Led by a Head of Marketing and Communications, the priority of the team is focussed on acquisition of leads and prospects through a multi-channel marketing approach. The team proactively are growing and developing the Gigaclear brand within the telecoms industry while creating communities that love us.

Purpose of the job

This role is an essential part of the Marketing function. It is focussed solely on building and protecting our online presence through social channels, search engines and affiliate sales channels. Working as an integral member of the marketing team to manage and grow our brand online through online platforms this role will oversee key channels in our marketing toolbox. Suitable candidate will be focussed on results and ensure that all channels are used appropriately and with measurable results. Engaging and growing our audiences through social media, managing questions and escalating issues generated through online channels. Maximising our e-commerce and web sales opportunities by optimising the online buying journey and running a successful affiliate programme.

Key Accountability & Responsibilities

- Work as a key part of the marketing team to ensure online assets and promotion of current campaigns, key messages and sales offers are up to date, targeted to the relevant audiences and measure their performance as part of the overall marketing activity
- Create and deliver a cohesive strategy to grow our online audiences through social channels
- Deliver a proactive content plan to engage and grow our social followers
- Monitor social channels and react to adverse comments as appropriate
- Maximise opportunities to cross post and share relevant content across our social channels with partners and key influencers
- Manage & monitor PPC, AdWords, follow me ads, affiliates, SEO and other online paid for drivers
- Measure and report on performance against agreed targets
- Monitor and progress website development for optimal efficiency and performance through the online buying journey
- Develop and deliver a customer portal as part of our Customer Experience programme

- Be responsible for the development and delivery of our online assets and content
- Manage and drive our affiliate sales channel programme

Knowledge & Skills

- Experience of working with online performance analytics, social media monitoring and word press is required
- Salesforce CRM experience is desirable
- Experience with marketing automation software such as Pardot or Hubspot is desirable
- Experience working with affiliate sales channels is desirable
- Proactive, accountable, creative with attention to detail is essential

Qualifications & Accreditations

- Experience in a similar role is essential
- A marketing related qualification and/or degree would also be desirable, or the candidate must be willing to undertake a relevant qualification.

Our Values

Find a way - we will work together to deliver market-leading solutions and provide customer service excellence to our communities

Do the right thing - we always base our decisions on what we believe is fair, considerate and in the best interest of our customers and our colleagues

Be committed - we are all accountable for our actions and work relentlessly with our many customers to deliver on our promises

Keep it simple - we take potentially complex and confusing information and we make it easy for everyone to understand

This job description is not intended to be exhaustive. The post holder will be expected to adopt a flexible attitude to the duties which may be varied (after discussion), subject to the needs of the business and in keeping with the general profile of the role.