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## Digital Content Executive

### Description

We have an opportunity for a Digital Content Executive to support our Digital Communications team in planning, producing and coordinating best in class content that maximises sales, conversion and participation. You will interpret the objectives of a brief, write copy, prepare media assets to use alongside written content, deliver email and social media campaigns and update and optimise the company's websites. You will be under the direction of our Commercial Director and work closely with other members of the digital communications team.

### Responsibilities

- To produce written and visual content that supports the promotion plan and the content strategy.
- To ensure content is engaging and informative and supports customers on their browse/search/buy journey.
- To use analytics to assess the effectiveness of content and to make data-driven recommendations to improve the content.
- To create and maintain web pages using our content management systems (WordPress and bespoke), optimise content for user experience. Programming skills are not required.
- To develop graphic and video content using Adobe Creative Cloud, Canva and similar programs
- To use WooCommerce to manage product purchases and subscriptions.
- To be responsible for the day-to-day production and delivery of digital marketing campaigns to our existing customer and prospect database using InfusionSoft.
- To manage client / prospect contact data adhering to the company's data protection policy / GDPR.
- To provide weekly email campaign analytics.
- To research competitor websites.
- To support social media channels with content and schedule social media from existing content.

### Skills

- High level of computer literacy – you will be a very competent user of Microsoft Word, Excel, PowerPoint and Publisher.
- High level of web literacy – including a basic knowledge of search engine optimisation (SEO), a working knowledge of UX design and also of Google Services.
- Excellent writing skills – you will have a good level of written English and will learn to write and edit content in your own right.
- Skilled in visual content creation – experience in graphic production, and ideally also some video production and editing
- Social Media – you will have a working knowledge of a variety of social media platforms in a business context.
- Digital content delivery – you will have an active interest in how digital content is delivered.

### Hiring organization

LaingBuisson

### Employment Type

Full-time

### Industry

Media, communications, advertising, business intelligence

### Job Location

3 Churchgates, The Wilderness,  
HP4 2UB, Berkhamsted,  
Hertfordshire

### Working Hours

9am-5:30pm

### Base Salary

£ 22,000

### Date posted

1st July 2022

### Valid through

10.08.2022

- Marketing – you will understand basic product marketing principles.

### **Job Benefits**

Basic salary of £22,000 per annum.

Our benefits package includes:

- Pension
- Health cash plan
- Life cover (4 x salary)
- Employee assistance programme
- Season ticket loan
- Tech loan scheme
- Cycle-to-work scheme
- 'Love Electric' electric car scheme

### **Contacts**

Click [here](#) to download the Candidate Information Pack, including full job description, the benefits of working at LaingBuisson and information on how to apply.

**DOWNLOAD  
CANDIDATE PACK**