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Digital Marketing Executive

Description

Are you a marketer with a passion for writing, creating graphics and image production? We have an opportunity for a Digital Marketing Executive with a demonstrable interest in the creative side of marketing to join our Digital Communications Team. A broad interest in digital marketing and how it works is highly desirable but a keen eye for detail and design are musts. To be successful, your application must show that you know how a good image supports written copy and that you can write good marketing copy.

About the role

Our Digital Communications team is responsible for the redevelopment and ongoing maintenance of our B2B websites, including www.laingbuisson.com, www.laingbuissonawards.com and www.laingbuissonevents.com. It is also responsible for developing the look and feel as well as written content for our broader online and offline marketing collateral.

As Digital Marketing Executive, you will support the Digital Communications team in planning, creating and co-ordinating best in class digital assets for use on our websites, social media and in our marketing materials. You will be responsible for creating graphics, image production and writing marketing copy under the direction of the Commercial Director. The role requires a diverse but complementary skillset, though please note, this is first and foremost a marketing role, not a graphic design role.

This may be your first role in digital marketing– you may be a new graduate with a relevant degree (e.g., marketing and communications) and work placements – or you may have already gained some experience in a commercial setting. You will also have excellent communication skills and the ability to work confidently with internal teams and clients.

In return, working with our experienced and knowledgeable team, we can promise to build your skills by giving you the opportunity to be involved in all areas of digital marketing. Formal training will also be provided as required.

Responsibilities

- To develop graphics for use in our marketing collateral, social media and websites.
- To write marketing copy that is engaging and informative and supports customers on their browse/search/buy journey.
- To use InDesign for the development of marketing brochures and other collateral.
- To create and maintain web pages using our content management systems (WordPress and bespoke). Programming skills are not required.
- To support social media channels with content and provide graphics and written content as required.
- To use an image program to crop and resize images and upload them to the

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 (flexible hours considered)

Base Salary

£ 22,000

Valid through

31.07.2021

websites.

- To be responsible for the day-to-day production and delivery of digital marketing campaigns to our existing customers and prospect database using InfusionSoft.

Skills

- Design – you will be able to create digital graphics and will have a good design eye.
- Excellent writing skills – you will have a good level of written English and be able to write and edit content in your own right.
- Marketing – you will understand basic product marketing principles.
- Digital content delivery – you will have an active interest in how digital content is delivered.
- High level of computer literacy – you will be a very competent user of Microsoft Word, Excel, PowerPoint and Publisher.
- *Desirable*: Social Media – you will have a working knowledge of a variety of social media platforms.

Job Benefits

Starting salary of £22,000 and a benefits package including pension, life cover, employee assistance programme, season ticket loan and cycle to work scheme is offered.

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**