

Job Title: Digital Marketing Lead

Salary: Competitive

Location: Various

Job Type: Part-time, hours: 8.30am to 5pm

Contract: 3 months

This is a new role for a great communicator with high energy, diplomacy, common sense and resilience and more than 5 years' experience of working in marketing roles. We are looking for a dynamic individual who can implement a fresh marketing strategy with the drive and organisation skills to successfully deliver on this vision. As the Digital Marketing Lead, you will co-ordinate the marketing activity of Ileero training centre through the planning, implementing and monitoring of marketing initiatives, ensuring they reinforce and strengthen the company's strategy and progress towards the firm's vision.

**Requirements:**

- Educated to Masters level or Marketing degree or equivalent qualification
- Require 5 years Digital Marketing experience
- Excellent knowledge of how to leverage social media to market product and services
- Good understanding of the Information Technology domain.
- Supporting the team with a variety of offline and online marketing activities for our IT and Business Training product portfolio
- Responsible for the development, design and execution on a range of communication campaigns, with a primary focus on social media campaigns, email communications, website updates, online advertising, printed collateral and events

**Essential Competencies:**

- Excellent communication skills
- Good presentation skills both in person & content
- Enthusiastic and self-motivated
- Must be pro-active and able to take own initiative
- Meticulous attention to detail
- Excellent written, presentation skill and verbal communication, including the ability to write compelling, single-minded creative briefs
- Excellent creative and copywriting and assessment skills plus strong attention to detail
- Fluent with online marketing techniques
- Track record of marketing campaigns that have been successfully planned and implemented
- Strong knowledge of all elements of the marketing mix from campaign planning to implementation and follow up, including direct mail, advertising, seminars, literature production, digital, social media, PR, networking
- Responsible for content & Route to market (RTM), lead generation and exposure and enable sales and execution

- Utilise a range of marketing tools on a daily basis, including social media platforms such as LinkedIn and Facebook
- Attendance at networking events to identify potential opportunities and partnerships
- Working with internal and external agency to support execution of marketing campaigns
- Working with the Directors to generate content for use across our website, social media, intranet and local publications
- Analytical ability to maintain effective budgetary control, monitor performance results and produce clear campaign business plans.
- Production of all online and offline collateral, promotional items and social media posts.
- Maintain marketing calendars and ensure all planned marketing activity is delivered to a high standard, on time and on budget.
- Manage the creative and production process for marketing campaigns, focusing mainly on online and email activity but also advertising through direct mail
- Management of Social media account with content creation, scheduling posts, engaging with audience, growing the accounts organically.
- Experience in image research
- Scheduling production of literature including the calendar, postcards and brochure request cards and ensuring deadlines are met

**Desirable Competencies:**

- Good knowledge of print production
- Competent use of Adobe, Illustrator, Photoshop
- Search engine optimisation (SEO) - helping to move clients rankings up search engines for their keywords