

# Digital Marketing Executive

Join the brand that is transforming rural areas with ultrafast full fibre broadband. We're the team where talented people are encouraged to thrive and enhance their career.

Powered by brilliant people with bright ideas, we want to hear yours. Our success is driven by your creativity, collaboration and commitment.

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 focused 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.

This role is an essential part of the Marketing function. It is focused 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 focused 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.

You are ambitious with the tenacity to succeed. You will be able to demonstrate the essential criteria whilst bringing your own passion and ideas. We are happy to consider applications from those seeking a change of career but who can demonstrate the skills below. Some of the key skills you will possess are:

- 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

You share our values. They make us who we are:

- **Find a way:** Always working together to deliver market-leading solutions and provide customer service excellence to our communities
- **Be committed:** We are all accountable for our actions and work relentlessly with our many customers to deliver on our promises
- **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
- **Keep it simple:** In an industry of complexity and confusion, we make things easy for everyone to understand

## Culture & benefits:

We empower people to do what they do best; fast. We want you to bring you, so we don't 'fence' anyone in to a single way of working. You will get the latest news through our staff magazine, Gigabites, and monthly company updates (food can play a major part in this!). You are living and breathing our values, so your colleagues may nominate you for our Star of the Month award. If you win you get an extra day's holiday. Like us, you probably like to get a bit social too. We have a weekly running club, Gigaclear FC plus two company socials a year, and more.



On top of this we offer great benefits such as, uncapped commission, car allowance, flexible working conditions, study support, Income Protection, Life Assurance, a generous contributory pension scheme and 25 days holiday (plus bank holidays) with the option to purchase additional holidays.

**When you apply for this role, please access the full job description in the account registration area.**