

POSITION DETAILS:

Position Title:	Digital Marketing Specialist
Reports to:	Phoenix Marketing Manager
Division:	Phoenix
Department:	Sales
Grade:	

JOB PURPOSE

The role of the Digital Marketing Specialist is to plan, create, maintain and optimise marketing campaigns and activities to support the numerous Phoenix and partner-led solutions and services we provide as well as achieve our marketing goals. From concept through to execution, this role will improve the customer experience, generate leads and bring our brand to life consistently across various touchpoints.

This is a varied role that covers campaign planning and strategy, design, content creation and a whole mix of campaign types with the world's leading software and hardware partners such as Microsoft, Dell, VMware, Adobe, Sophos, License Dashboard and more.

As part of the Marketing Team, this role will see you take responsibility for specific vendors and business areas across the organisation with the support of our specialists and reporting into the Marketing Manager. There will also be the opportunity to be involved in other campaigns and business areas when workloads and deadlines require.

KEY RESPONSIBILITIES:

- Liaise with vendors and ecosystem partners to create plans and content for use in campaigns and collateral
- Manage, run and schedule campaigns (internal and external) ensuring timescales are kept to and targets are met
- Work with in-house copywriter and graphic designer to generate compelling assets and campaigns
- Creation of web pages, resources and posts for website (WordPress)
- Creation of landing pages, social media and email campaigns (HubSpot)
- Setup and recording of our podcasts
- Creation and editing of videos/animated images - animation, recordings etc.
- Collaborate with marketing and sales teams to support our website and content marketing (blog, social media assets and more) all while adhering to the Phoenix brand guidelines
- Help bring new ideas for design and content creation to life using your expertise in content creation and eye for great design
- Keep on top of industry-related topics and product information to identify customers' needs related to these
- Ensure our tone, brand and values are adhered to in all we do both internally and externally

REQUIREMENTS/SKILLS

- Past marketing role either in-house or at a marketing agency
- Excellent design and communication skills
- Excellent knowledge of Adobe Creative Cloud - specifically InDesign, Photoshop, Illustrator
- Good knowledge of audio and video editing using Adobe Premier Pro, Audition and After Effects
- Knowledge of Google, LinkedIn, Instagram and Twitter Ad campaigns
- Knowledge of SEO
- Advanced Microsoft Office skills - particularly Word, Excel and PowerPoint
- Experience of using HubSpot ideal, but not compulsory
- Good knowledge of WordPress
- Good knowledge of GoToWebinar/GoToStage

QUALIFICATIONS & EXPERIENCE

Educational & Professional Qualifications:

- NA

Years of Experience

- 3+ years of professional marketing experience

COMPETENCIES

- Outstanding communicator - articulate and succinct, excellent written and spoken English
- Excellent interpersonal skills and be a team player
- Highly organised and able to plan and manage your own workload, meeting deadlines and delivering results while keeping the Marketing Manager informed of progress
- Able to develop strong relationships with leadership, sales, overlay and marketing teams to effectively deliver successful campaigns and ROI
- Determined, enthusiastic and proactive 'can do' attitude
- A growth mindset – always wanting to learn and develop
- Display an understanding of sales and marketing principles
- Be able to solve problems and suggest new opportunities in a digital age

VERSION CONTROL:		
Prepared by	Ben Murden	09 September 2021
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