



THE WEST GROUP LIMITED

Design & Supply of Fluid Control Solutions & Components

Job Title: Digital Marketing Specialist

Job Role: Reporting to and taking targets and direction from Group Marketing Manager to assist in the delivery of Group digital marketing campaigns and maintenance of company websites.
To act as an ambassador for the company, promoting a positive image both internally and externally, demonstrating support of our strategic direction

Role Responsibilities:

- Prepare and implement digital marketing campaigns including website, email, SEO and SEM to raise awareness of The West Group and other member company brands and the brands they represent
- Assist in the continued development and maintenance of Group company websites
- Report and evaluate the success of digital marketing activities

Job Responsibilities

- Working with the Website Manager help maintain The West Group and other member company websites including updates and general maintenance of content and product range(s)
- Review and monitor overall performance of TWG and other member company websites, working with the Website Manager to analyse page performance and suggest improvements to improve user experience etc including optimising SEO and performance of content against clear KPI's
- Ensure that web content and any product data is successfully uploaded to the sites including monitoring the performance of the sites on a frequent basis and addressing any issues should they arise. This task may involve accurate preparation of product upload spreadsheets
- Support the rest of the marketing team by creating copy, content and marketing assets as required and providing research and insights to support with the marketing strategy
- Monitor competitor activity for TWG and other member companies including promotional activities such as social media, blog updates and overall web presence
- Working with other members of the marketing team assist in the planning and delivery of social media campaigns for Group member companies, including writing copy, reporting on activity, maintaining the social media calendar and researching industry trends.
- Working with the marketing manager help co-ordinate Pay-Per-Click advertising, online advertising, regularly researching and reviewing keywords and ad groups to optimise
- Design, plan and implementation of industry specific email campaigns including design of templates and creating relevant content
- Prepare marketing intelligence on a range of activities including market, competitor and customer analysis for TWG and member companies
- Assist in the management of the e-commerce inbox including liaising with customers and internal teams



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Job Skills

- **Previous experience in digital marketing background including website maintenance or e-Commerce CMS required**
- **Demonstrated experience in digital marketing including social media, seo and ppc**
- **An understanding of HTML and CSS would also be beneficial, though not essential**
- **Experience of using Google Analytics, Search Console and Google Ads and how these tools can be used to track and enhance performance of marketing activity**
- **Strong research and analytical abilities**
- **Well organised and ability to prioritise time and workload including working under pressure and meeting deadlines**
- **Computer literature with a working knowledge of Adobe creative packages such as Photoshop, Illustrator and InDesign preferred**
- **Proactive, positive attitude, natural creative flair and a keen interest in keeping up with the latest digital and social media trends.**
- **Excellent communication and people skills, confident liaising with other departments and third parties**
- **Willingness to complete essential but more mundane related tasks**

You are required to adhere to the company standard terms and conditions of employment and to be aware of your duties as an employee of the company with regard to the quality management system, general standards, health and safety and confidentiality.

Your task manager will set specific targets and performance against these targets will be reviewed with you quarterly.