A logo for a company

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**Digital Marketing Executive Vacancy**

**The role:**

Danesmoor Group are a well established and growing distributor seeking an experienced digital marketing executive to join our team on a 12-month fixed term contract, to execute multi-channel marketing strategies that drive brand awareness, lead generation, and business growth across both B2B and B2C sectors.

This role will include all elements of the digital marketing mix, including social media, content creation, digital marketing, brand management, website management, copy writing and literature/asset creation.

**This role will include, but is not limited to:**

* Delivering multi-channel marketing campaigns.
* Managing and growing social media presence across multiple consumer and retail platforms.
* Managing SEO, PPC, and digital marketing strategies across multiple consumer brands.
* Work cross-functionally with sales to lead on the brand management programme for our core business areas, delivering on all objectives and marketing support, both internally and externally.
* Creating engaging content for social media, websites, and email marketing.
* Writing compelling copy for blogs, literature, email marketing, websites and promotional materials.
* Oversee website content management across multiple group websites.
* Analyse social media and digital marketing performance metrics, refine content strategies accordingly and reporting these to the wider business.

**Essential skills / experience:**

* Strong experience executing multi-channel marketing campaigns.
* Proven experience in digital marketing, social media, and content strategy.
* Solid understanding of SEO, PPC, Google Ads, and social media advertising.
* Excellent copywriting and proof-reading skills.
* Solid understanding of SEO, PPC, Google Ads, and social media advertising.
* Experience using Google Analytics and reporting on ROI and effectiveness.
* Experience managing external agencies and freelancers.
* Knowledge of website CMS systems and WordPress.
* Proficiency in Canva and video editing, multimedia software.