

We're looking for

Graduate Digital Marketer, Leeds Based.

Package

We offer a competitive salary, a benefits package including a generous workplace pension, health & wellbeing scheme, social environment with in-house canteen and onsite parking. We encourage personal development programmes to support your career within the Company.

Holiday entitlement: 25 days paid annual leave, plus statutory entitlement & an extra day for Birthday

Salary commensurate with experience.

The Role

Role Purpose

The role is to promote and manage products and services through a variety of digital channels and platforms. You will be required to be involved in communication strategies and may work across several areas of the company.

Daily contact with clients is a key part of the job, so offering new and forward-thinking ideas is essential to the productive communication process.

This is a fast-paced environment that is both demanding and fulfilling, involving the co-ordination of key projects with the marketing team and the end user, so you will show confidence in your delivery and contribution.

Key responsibilities will include:

Working with the marketing and create team, your role will be to undertake the following whilst learning all aspects of the agency environment.

- Plan, develop and execute create digital creative for all marketing activity
- create and upload copy and images for the organisation's website
- write and despatch email marketing campaigns
- Manage existing content and create new content to the website, taking into consideration SEO
- provide accurate reports and analysis to clients and company management to demonstrate effective return on investment (ROI)
- Manage day-to-day social media activity to promote the brand
- research new online media opportunities that may benefit the business including mobile, social media, development of blogs and forums
- design website banners and assist with web visuals
- communicate with clients, partner networks and internal partners
- conduct keyword research and web statistics reporting
- contribute to social media engagement and brand awareness campaigns
- use web analytics software to monitor the performance of client websites and make recommendations for improvement
- contribute to company and industry blogs and manage e-communications
- assist with paid media, including liaising with digital advertising agencies
- support and integrate content marketing strategies
- keep up to date with current digital trends
- manage the contact database and assist with lead generation activities
- negotiate with media suppliers to achieve the best price for clients

What we're looking for

- recent graduate with degree in marketing or relatable skills and experience
- has some commercial experience within marketing roles
- is very passionate about ecommerce and digital marketing
- shows a good understanding of SEO practices and paid media across all channels
- has strong copywriting skills – writing, editing and tone of voice
- possess strong verbal communication skills for articulating ideas to colleagues and clients
- have excellent written communication skills for producing high quality content
- show strong attention to detail and accuracy
- demonstrate the ability to work independently and flexibly
- have the capacity to prioritise and work across multiple projects
- show ability to work as part of a team
- demonstrate organisational skills with the ability to deliver a high volume of quality work
- have creative skills for contributing new and innovative ideas
- has the ability to work well under pressure and meet deadlines
- can confidently demonstrate good networking and analytical skills
- has sound knowledge of existing and emerging social media platforms
- computer literacy - possesses excellent IT skills across various platforms

Our Company

Resource is a full-service creative communications agency providing a broad range of expertise to a diverse mix of sectors. We are proud to offer clients a compelling and unique set of in-house capabilities including strategy, design, artwork, experience, print production and digital design and build.

Our culture is borne from the people who create and manage wonderful things every day. We look for energy, commitment and diversity and believe that our products and services are an extension of who we are.

Social Media

We post all of our vacancies on Instagram and LinkedIn, so make sure you follow us to get up to date news of our opportunities, services and posts. Like most companies, we may check your social media footprint as part of our recruitment process in order to learn a little more about you.

Equal Opportunities

We are committed to a Policy of treating all our employees and candidates equally and believe that recruiting and developing a diverse workforce is essential to our successful business model. We welcome applications from people whatever their age, sexual orientation, race, colour, religion, disability, nationality, ethnic origin, political belief, trans-gender status, sex or marital status.

GDPR

By applying for a role within the business and sending your details, you are agreeing with our Privacy Policy which can be found on our website or requested to be sent.

Please note that as a Company and where the role dictates, we apply for CRB checks to be conducted at offer of employment stage.

How to apply for this role

Please forward your career profile, supporting experience and a short introduction to why you would like to work for resource to:

Gail Weathers
Human Resources Director Chartered FCIPD
Resource
78 Armley Road
Leeds
LS12 2EJ

E: gw@weareresource.co.uk

W: www.weareresource.co.uk