



# Beck & Pollitzer

## Digital Marketing Specialist



**Position:** Digital Marketing Specialist  
**Reporting to:** Brand Specialist  
**Responsible for:** SEO, SEM, social media, web maintenance

### Purpose of role

Digital Marketing expert to take responsibility for on page and off page Search Engine Optimization (SEO) to increase rankings on all major search networks. Activities include copywriting, link building and keyword strategy, management of Search Engine Marketing campaigns and social media.

### Main responsibilities

- Experience maintaining websites through a CMS and using Google Analytics
- Optimizing copy and landing pages for Search Engine Optimization
- Manage our Paid Social, Display, Search channels (PPC)
- Research and implement search engine optimization recommendations
- Researching and implementing content recommendations for organic SEO success
- Liaise with the Group to help improve local SEO
- Maintaining our social media presence
- Research and analyse competitor advertising links
- Develop and implement link building strategy
- Producing interesting, quality, and rich content that adheres to the company's brand and communication guidelines and improve organic SEO
- Updating and maintaining the group website (CMS WordPress)

### Please note

*From time to time your manager may ask you to undertake reasonable tasks not stated within this role profile but commensurate with your position. The Company also reserves the right to review and update this profile to reflect the changing needs of the job. However, any significant changes will be discussed in consultation with you.*

## Experience, knowledge and qualifications required

### Essential

- Multilingual CMS WordPress
- SEO and analytics platforms such as Google Analytics, Google Ads, Google My Business, etc.
- PPC Campaigns managing, optimising, and reporting
- Strong copywriting experience for producing engaging content
- Experience of managing social media channels (LinkedIn, Facebook, Twitter, etc.)
- Computer proficient with Microsoft Office (Word, PowerPoint, Excel, Outlook)
- Knowledge of marketing and communication principles, B2B marketing experience
- Experience of project managing multiple tasks

### Desirable

- Adobe Suite (not essential but an advantage)
- A degree in digital marketing, communication, or relevant discipline (not essential but an advantage)
- Knowledge or experience of working within an engineering services organisation

## Personal characteristics required

- Personable, presentable and articulate.
- Proactive out-of-the box thinker who is able to work on own initiative
- Team-oriented, with the ability to work with stakeholders at different levels.
- A methodical approach to work, coupled with a good level of accuracy and attention to detail.
- Autonomous and happy to take on the challenge a growing department has to offer

## Budget responsibilities

- No

## Number of direct and indirect reports

- None

## Key stakeholders - internal and external

- Brand Specialist
- Colleagues
- External companies
- Other Group Managers
- Directors