

Position title:**Digital marketer**

Location: UK Head Office, and/or Home

Department: Marketing

Reports to: Emily Smith (Marcom Leader)

Direct reports None

H.E.L Contact: Paul Orange

Responsibilities of the role

Role Objectives

The ultimate goal of this role is to deliver high-quality marketing qualified leads through digital marketing activities. These digital marketing activities will act alongside and support commercial campaigns and initiatives. The role is also responsible for maintaining the H.E.L digital marketing technical stack and ensuring that the marketing team is effectively using these tools.

Key Responsibilities

- Deliver high-quality marketing qualified leads to the sales team to support revenue and sales-funnel growth targets
- Play a significant role in planning, delivering, and reporting on digital marketing activities across the company
- Maintain the H.E.L website, focusing on technical performance (uptime, load speeds, security, etc.) and search engine optimization (SEO)
- Drive awareness and lead acquisition through an effective paid search strategy.
- Technical ownership of the H.E.L marketing automation platform (Hubspot).
- Plan and deliver continuous improvement through A/B testing.
- Manage email communications to H.E.L target audiences.
- Support the marketing team to follow best SEO practices at all times.
- Oversee the delivery of the regular digital report and insights.
- Proactively seek optimization, improvements, clarity in communications and efficiency advancements throughout all digital channels and tools.

Candidate requirements

Minimum Education and Experience

- Two years (+) experience of working in digital marketing in a B2B environment. Ideally, you will have experience in a technical market sector, such as biotechnology, scientific instrumentation, I.T. infrastructure, etc
- Proven digital marketing experience; specifically, it would be advantageous if you had experience in: Hubspot marketing, Social Media, PPC, SEO (Ahrefs), WordPress, WooCommerce, Paid Social
- Ability to prioritize, plan and communicate effectively to a wide stakeholder group
- Strong project planning and execution skills, with strong sense of project ownership and ability to anticipate possible roadblocks and provide viable solutions
- Excellent organizational skills with the ability to prioritize, multitask and manage time effectively, and keep schedules and projects in order and up to speed

Preferable Skills and Attributes

- Excellent communication skills
- Fluent in English
- Mandarin language skills would be an advantage
- A strong sense of ethics
- Open to give and receive open, honest feedback back in a timely manner
- Proficiency in image design and editing (Adobe) would be an advantage, as would video production
- Specific experience in the biotechnology or chemical industry sectors would be an advantage
- Vendor and contractor management experience would be an advantage

Training provided

- Writing content for, and publishing in the H.E.L online systems, using HubSpot and web CMS (Wordpress)
- Product & application training
- H.E.L business systems and marketing tech stack
- Training on H.E.L product range
- H.E.L branding & editorial style
- Health & Safety Training, as required

Physical demands of the role

General Check all that apply

Criteria	Amount of Time			
	None	Under 1/3	1/3 – 2/3	Over 2/3
Stand	X			
Walk	X			
Sit				X
Use hands to finger, handle or feel	X			
Reach with hands and arms	X			
Climb or balance	X			
Stoop, kneel, crouch or crawl	X			
Talk or hear				X
Taste or smell	X			

Weight lifting or force exertion Check all that apply

Weight	Amount of Time			
	None	Under 1/3	1/3 – 2/13	Over 2/3
Up to 10 pounds (4.5 kg)	X			
Up to 25 pounds (11.5 kg)	X			
Up to 50 pounds (23 kg)	X			
Up to 100 pounds (45 kg)	X			
Over 100 pounds (45 kg)	X			

Specific Vision Requirements Check all that apply

Ability	Required?
Close vision (Clear vision at 20 inches/ 50 centimetres)	Y
Distance vision (Clear vision at 20 feet/ 6 metres or more)	
Colour vision (ability to identify and distinguish colours)	Y
Peripheral vision (observing an area above, below, left or right while eyes are fixed on a given point)	
Depth perception (three-dimensional vision, ability to judge distances and spatial relationships)	
Ability to focus (ability to adjust eyes to bring and object into sharp focus)	Y