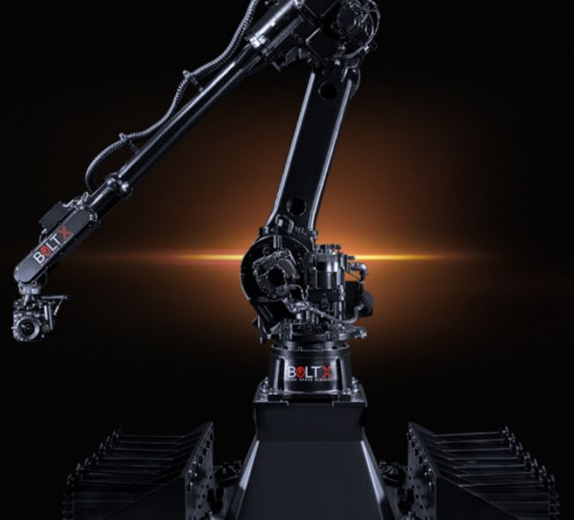


Mark Roberts Motion Control

Digital Marketing Executive



Location	Blindley Heath, Surrey, RH7 6JP
Reporting To	Broadcast Marketing Manager
Contract Type	Temp to Perm, Full Time
Salary	Depending on Experience

THE ROLE

The Digital Marketing Executive will play a key supporting role in the delivery, execution and management of digital marketing campaigns and social media delivery throughout the business. The role will primarily be focused on the direct planning & implementation of digital campaigns across Facebook & Instagram, and to support the social media and marketing communication delivery to support campaign activities.

Being communications-driven, copywriting, and analytical skills will be crucial in helping to drive sales across the business. The candidate will be well versed in all aspects of digital marketing including search, social media & CRM and will work in tandem with the Marketing Team to optimise the best content across all digital platforms.

This role will be an initial 3-month temporary position, with possibility of extension or change to permanent.

MAIN RESPONSIBILITIES AND TASKS

- Creating multiple ad sets across Facebook, Instagram and LinkedIn, and manage the optimisation & effectiveness of paid media for the purpose of driving leads.
- Managing CRM data to ensure end to end campaign tracking and lead conversions are monitored.
- Assisting the Marketing team in creating SEO-optimised content across the entire digital infrastructure.
- Owning the social media content calendar that drives followers and fan engagement.
- Preparing regular internal reports that provide insight into performance. Tracking and analysing important metrics that affect website traffic, leads and target audiences.
- Cross-collaborating and liaising with internal teams to create campaigns that support MRMC business priorities.
- Assisting in promoting key industry events such as product launches, trade events and PR activity.

SKILLS AND EXPERIENCE REQUIRED

Experience	<ul style="list-style-type: none">– A-Level / B-Tech with any relevant digital qualifications i.e. Google certification
Professional Skills	<ul style="list-style-type: none">– Analytical and Data Driven: Experience in using major analytics programs – specifically Google Analytics, Facebook Analytics as well as experience in the analysis & effectiveness of display media.– Marketing Knowledge. Solid understanding of the key concepts of digital marketing and the main channels and techniques including SEO, PPC, social media, email marketing, CRM integration and programmatic / display media.– Copywriting: Ability to write strong copy across various digital platforms that drive engagement and lead generation.– Strong communication: Confidence to work with internal / external teams and industry contacts to drive the most effective digital campaigns.– Content creation and editing: Ability to work with the Content Marketing Manager to create content across video, audio and image on software applications such as the Adobe Suite.– Web development: Good knowledge of HTML/JavaScript and SEO– Time Management: Experience in working with time-sensitive projects and tight deadlines as well as good project management skills.
Personal Skills	<ul style="list-style-type: none">– Accuracy– Attention to detail– Ability to work with minimum supervision– Confident working independently and as a part of a team

THE COMPANY - MARK ROBERTS MOTION CONTROL

We are a robotics company doing some serious hardware and software engineering. By robots we mean 6+ axis robotic arms, large multi axis rigs and 2-3 Axis camera platforms. Our products are used globally in Broadcast studios, Stadiums, Movie Sets and Photography studios to capture motion and stills.

MRMC has been at the front of its field for over 50 years. Starting off as a family business, we are currently a medium sized business thriving and growing bigger every year. MRMC is a Nikon Group Company.

WHAT WE OFFER

Our success is only possible because of the team effort from everyone and we recognise the individual input of each person throughout our design and manufacturing process at MRMC.

Benefits:

- Flexitime, our core hours are 10am – 4pm
- Discretionary bonus scheme
- Ample parking
- Private medical insurance
- General holiday entitlement
- Company events

MRMC receives a large number of applications and we are not always able to provide individual feedback on your application. If you don't hear from us within 15 working days from the date you have applied, it means the application didn't meet minimum requirements to go onto the next stage of recruitment. We value your time and interest in MRMC and encourage you to re-apply if your circumstances change or you find another role with us that is more suitable to your skills and experience.

If you apply online for a position with Mark Roberts Motion Control, we will use the information you provide to assist in the recruitment and selection process. Information provided on the application form and CV will be retained in all cases in electronic format cases and/or hard copy for as long as is required for the purposes of: the administration of your application, consideration for roles in the future, forming the basis of your employment records, if your application is successful, discharging any legal or regulatory requirements. Mark Roberts Motion Control will process your personal data in accordance with our Privacy Policy which can be found on our web-site. If you need more information on how long your data is kept for, which varies, depending on a stage of recruitment you've gone through, please contact us and we will provide relevant information.

By submitting your application/CV online you are confirming you have read and accept the above and you are giving your consent to MRMC to process your personal and sensitive personal data for the purposes explained above.