



JOB PROFILE

Job Title: Marketing Executive

A. Job Purpose

PFP Energy are looking for a Marketing Executive to join their in-house operations team. This role is ideal for someone looking to grow their social media and digital marketing knowledge and skills.

You will support the Senior Management Team to continually improve our digital channels to generate effective content, drive targeted traffic, improve our customer journeys and increase conversions for our Business and Domestic customers.

Key Accountabilities

- Manage all aspects of our Website and Customer Portals
- Maintain all content/material displayed on the company website and portals along with support from a third party development company.
- Ensure the brand is at the forefront of industry developments, particularly developments in the B2B Market.
- Develop and manage digital marketing campaigns
- Manage all social media site content and blogs
- Manage and maintain the company website with support from a third party (Actively work on website SE)
- Optimise content for the website and social media channels
- Track, analyse and report on website traffic flow
- Write and Optimise any social media posts on a daily basis.
- Develop pay per click (PPC) advertisements/API connections
- Identify new trends in digital marketing, evaluate new technologies that will be required for our business strategy.
- Have technical knowledge of how digital channels operate

Skills/Knowledge/Experience

- Experience and knowledge of managing and writing content for a website is mandatory
- Development Experience
- Knowledge and experience of Google Analytics and SEO is mandatory
- Experience launching and managing social media campaigns
- Excellent written communication skills for a range of different mediums
- Practical knowledge of marketing principles, brand management and social media techniques
- Degree or equivalent qualification in marketing management, business or a related subject.

If you wish to apply, please send your CV to paul.corken@pfpenergy.co.uk

Salary: Dependant on experience

Closing Date: 01/02/2019