****

**Digital Marketing Executive**

**Salary band: £30,000 - £35,000 p.a.**

**Base – Cambridge/Peterborough**

**Terms: Full-time, permanent. Initially home-based then a combination of home and office working.**

YTKO provides innovative, award-winning business and finance support for start-ups and for growth ambitious SMEs in both the public and private sector. We have a long and distinguished track record of delivering tangible bottom line results for our clients and are proud of our heritage of absolute equality and diversity in our business base.

Our business growth services are delivered through a blend of training workshops and peer2peer action learning cohorts (online and face to face), 1:1 business coaching, mentoring, e-learning, and commercial consultancy. We are now looking for exceptional people for a significant expansion of our team following a high-profile contract win in the Cambridge and Peterborough region.

**Main Responsibilities:**

The key function of all marketing is to drive awareness, engagement and uptake. Reporting to the Marketing Manager and liaising closely with our central marketing team and other partners' marketing colleagues, you will oversee all aspects of our digital presence.

You'll support the development and monitoring of digital campaigns integrating web, social and email, as well as manage the project's social media platforms, engaging in business, special interest groups and sector networks.

Identify and analysing new digital trends and developments to help our brand stay relevant and strengthen its online presence, including regular internal reporting that provides insight into performance.

You'll work closely with the Marketing Manager, the Project Director, and YTKO's Director of Marketing to develop a strong SEO-optimised content marketing programme, that will include creation of video, infographics, blogs, thought pieces and other compelling content for our target audience of growth-ambitious SMEs, and the various segments within that constituency, including sectoral, gender, geographic, and business stage (<5 employees, 5-9, and 10-200).

You will have strong copywriting skills, demonstrable experience in email marketing, social media for business (paid and organic), and content marketing, and be able to successfully execute and measure ROI across all digital channels against KPIs, using tools like Google Analytics, social media insights and Hootsuite tools, or other analytical tools.

Successful candidates will have creative skills, including experience in design and multimedia creation. Abilities to use Adobe creative cloud is desirable.

You'll be responsible for ensuring that all digital marketing is compliant with YTKO and project brand management, and ERDF and ESF compliance as appropriate. You may also become involved in the delivery of digital marketing workshops or 1:1 client support once the service is fully underway to enrich the expertise available to our clients.

It is essential that all our staff are fully focused on the delivery of excellent client service at all times to clients, stakeholders and partners, and are committed to our core values and to our fully inclusive approach.

**What sort of person are we looking for?**

Key to our success is the experience and expertise in our teams. Our Digital Marketer must be an excellent, persuasive and creative communicator with demonstrable experience of delivering awareness raising and demand generation strategies to a high growth SME business audience. You must be able therefore to consistently keep your mindset within the SME context.

This position requires strong interpersonal skills, an entrepreneurial team player, and the desire and ability to work effectively and consistently at rapid pace, under pressure. You'll be a real hands-on self-starter, prepared to do whatever it takes to deliver a successful project and a great impact for clients.

You’ll be enthusiastic, highly motivated, confident and articulate, but also have an eye for analysing the detail to ensure all digital marketing spend is driven by evidence. You'll really enjoy being part of a cohesive, focused team and be driven by achieving high quality results.

Personal and cultural fit, and future potential, are every bit as important as your track record. You're likely to be looking to take a step up in your career and work for a creative, entrepreneurial and technophile company like YTKO. Excellent written and oral English and strong IT skills are a must.

**Interested? Complete our Application and Equal Opportunities form using the Apply Online button. There is no closing date, we will interview and make appointments as soon as we find excellent candidates.**

YTKO has a strong value set to which all our team have contributed to and demonstrate on a daily basis. We welcome applications from all candidates fulfilling the job requirements, regardless of race, age, gender, sexual orientation, religion or disability, firmly believing that a diverse and inclusive team, underpinned by a great, flexible culture, is fundamental to our success.