

cadventure

Job Description: Digital Marketing Executive

Cadventure provides software and services to Architects, Engineers and Construction companies. We are highly successful in our key markets with ambitious growth plans.

We have an exciting opportunity for a **Digital Marketing Executive** to join our Marketing team. Reporting to the Strategic Marketing Manager, you will be responsible for assisting in all areas of marketing from the development of different elements to their execution.

You will also be involved in all aspects of marketing execution with specific responsibility for digital marketing from growth our audience, maintaining the Cadventure website, the quality of our CRM database, targeted email campaigns and our social media marketing tools.

Based in our London office, you will join us on a flexible working, full-time basis with a competitive salary commensurate with your experience. In return, you will have excellent opportunities for career progression, training and development as we develop and expand our marketing activities.

Benefits of joining our team

In addition to competitive terms, conditions and benefits, Cadventure is a rewarding place to work, where difference is celebrated and we are committed to fairness and equality for all, so that you feel valued for who you are and what you do. Our shared values help us work together to benefit all our Stakeholders.

Key Responsibilities:

- Digital delivery of all aspects of marketing execution, including:
 - Assist in writing and editing sales and marketing copy and email campaigns, ensuring valid, current and accurate content
 - Maintain the Cadventure website and implement new content
 - Create lists and schedule effective email campaigns, setting up landing pages
 - Maintain and grow the audience for Cadventure's presence on all our social media profiles
 - Manage and maintain content of the Cadventure e-commerce stores
 - Manage and maintain data quality in our CRM system
- Work with external agencies to ensure search engine optimisation for the Cadventure website
- Work with external agencies to optimise paid search expenditure and provide detailed reporting on effectiveness of campaigns
- Field enquiries from media agencies and conference organisers and act as liaison between external agencies

- Take responsibility for all aspects of logistics for events such as client seminars, exhibitions and trade shows including booking facilities, travel and communicating internally and externally about arrangements
- Liaise with Marketing personnel at vendor organisations to ensure co-ordination of activities
- Handle all aspect of Marketing administration including keeping track of marketing expenditure against budget and processing claims for matched funding from vendor organisations, working closely with the Finance team to ensure these opportunities are maximised.
- Monitor and report on the effectiveness of ongoing digital marketing activities

Person Specification:

- Degree level qualification or equivalent experience in marketing, business administration or a related subject
- Web maintenance / e-marketing experience, with a good working knowledge of social media marketing tools. Knowledge of Google rankings and search engine optimization is desirable
- Excellent IT skills and an eye for Graphic design
- Experience with WordPress essential. Knowledge of HubSpot is an advantage
- Excellent written and verbal communication skills are essential with good copywriting Skills. Experience in writing in a technical / scientific context, would be an advantage
- Phenomenal attention to detail with spelling and accuracy for all written communications
- Industry knowledge of the Architectural Engineering and Construction sector will be distinct advantage
- Able to demonstrate product awareness and understand of the needs of the customer
- Able to work individually as well as part of a team
- Good time management, prioritisation, and planning skills to meet multiple project deadlines and demonstrate good attention to detail
- Able to demonstrate knowledge of marketing principles
- Willing to travel occasionally both nationally and internationally in support of promotional activity

Key accountabilities:

- Delivery of excellence in project execution, support and service
- Execution of effective routine activities within key responsibilities
- Profitable and time-efficient management of all projects
- Effective compliance with company systems and procedures
- Contribution to consistent high operating standards within Cadventure Limited
- Consistently performing in line with Cadventure's business objectives and values