



JOB TITLE: Digital Marketing Specialist

REPORTING TO: CTO

LOCATION: Belfast

THE ROLE:

This role will be an integral part of Anaeko's new strategic Sales & Marketing team intended to bring new products and services to new markets in Europe and the US, and to support recruitment within the competitive Northern Irish job market. Anaeko is looking for an ambitious individual who can bring innovative digital marketing techniques and ingenious marketing ideas to a growing sales and marketing department. Anaeko is selling leading edge technology cloud and data services into a highly competitive and ever-changing hybrid and multi-cloud integration space so candidates must be extremely dynamic. The role will deliver inbound and outbound digital campaigns and support event marketing using a combination of modern digital marketing, viral marketing, and guerrilla marketing techniques

RESPONSIBILITIES:

- In conjunction with the Management Team, develop, execute and maintain Anaeko's digital strategy.
- Manage SEO to increase organic search visibility and ranking and to increase traffic, inbound sales leads and career opportunity hits.
- Implement the Company's social media marketing and advertising campaigns to develop brand awareness and online reputation.
- Generate content and co-ordinate the generation of specialist content for website, blogs and social media to drive online presence, brand awareness and inbound traffic.
- Manage the development, implementation, monitoring, tracking and optimising of paid campaigns on tools such as Google AdWords.
- Effectively and efficiently manage the PPC budget to maximise the ROI.
- Drive impactful incremental revenue growth by generating high quality sales ready leads from new customers.
- Use platforms such as Hubspot, LinkedIn, Medium, Twitter and Intercom to implement content marketing plans from development of ideas to tactics to support inbound and outbound lead generation
- Use relevant media to promote Anaeko locally as an employer of choice
- Deliver tactical implementation of an approved digital plan in order to learn the right mix of channels, content types and tactics to attract and retain new relevant audiences
- Develop fresh and creative ways to generate brand exposure from online PR to eye catching infographics which are distributed and secured on relevant publications
- Maintain a deep understanding of Anaeko's product and service offerings and industry trends relative to the competitive landscape
- All other duties appropriate to the role and as directed by the CTO.

Essential Criteria:

- 2:1 degree in a discipline with major emphasis on Digital Marketing, Marketing Campaigns, Social Media Marketing and Management, Communications and Public Relations
- Experience in the Technology industry
- 6 months experience in a digital marketing role
- Excellent knowledge of digital marketing channels including social media
- Excellent presentation skills
- Excellent verbal and written communications skills
- Dynamic with ability to work on own initiative
- Excellent knowledge of HubSpot marketing platform.
- Ability to work across teams to capture/create content to promote the Company

Desirable Criteria:

- Proven experience in social media administration
- Proven ability to generate professional content
- Web development skills
- Google AdWords certification