

Digital Marketing & Social Media Specialist
Marlborough - March 2020

Sarsen Technology is an industry-leading UK distributor of niche, high-performance embedded hardware and software technology solutions. Our clients are Europe's leaders in the defence, aerospace, financial trading, science, audio-visual and cyber security markets. We represent a range of international manufacturers, providing a technical sales & marketing service for these OEMs in the UK and Europe.

Working closely with the Sales Support Manager, the successful candidate will help to deliver online content, both paid for and social, as well as maintaining and updating the website, monitoring and improving SEO and managing Google Ad Words campaigns as required, providing regular reports on activity and performance. The role has been created primarily to further grow our social media presence and increase traffic to the website through various digital marketing efforts.

The role will suit someone who has a good understanding of online marketing, is detail-oriented and has an analytical approach to reporting results. An understanding of ROI is also important. Experience of using Salesforce is an advantage, however full training will be provided. Some knowledge and understanding of the Electronics Industry and/or a technical background would be useful, however technical content will be provided by both the sales team and manufacturers, with whom you would be working closely.

This is a new part-time role (c.10-15 hrs per week, flexible), and office-based. Currently offered on a rolling contract basis.

The role may include:

- Grow and maintain Social Media presence - Twitter, Instagram, LinkedIn, Blog
- Google AdWords/PPC management as required
- Creating and scheduling regular, engaging social media content including images
- Supporting new product launch campaigns
- Helping to write and schedule email and social media campaigns
- Creating reports to demonstrate the success of marketing efforts
- Maintain and update website material, including SEO optimisation to increase web ranking of our site
- Update technical content on website with product introductions, datasheets and technical articles, and press releases made available by manufacturers
- Customer survey creation using Mail Chimp or similar
- Marketing administration duties; reporting, insight analytics and putting forward new ideas

If you're an enthusiastic marketing assistant looking for a new challenge we are keen to hear from you.

Experience Preferred:

- Previous experience in a marketing role
- Marketing qualification preferred but not essential
- Knowledge of all major social media platforms
- Excellent communication skills, both written and oral
- Experience in Website content management
- Evidence of engaging content in various fields
- An awareness of Digital Marketing trends
- Ability to adapt to multiple products and service offerings
- Knowledge of PPC and experience of using Google Analytics
- Experience with Mail Chimp
- Experience working for a small business

Sarsen Technology was established in January 2000, and is based on the High Street in Marlborough, Wiltshire. More details can be found at www.sarsen.net. We are an equal opportunities employer and welcome applications from all suitably qualified persons, regardless of their race, sex, disability, religion/belief, sexual orientation or age.

*Please note, we are on the 1st Floor of a very old building which does not have a lift.