

Digital Marketing Lead

Cleveland Cable Company is the largest supplier of cables and cable accessories in the UK. Founded in 1978, we operate nine branches across the UK and Ireland supplying domestic and European markets. In 2016, we launched Dubai-based Cleveland Cable Trading FZCO to supply markets in the Middle East and Africa, taking our business truly global. Additionally, we own and operate Superlec Direct - an electrical wholesale, supplier and retail e-commerce website.

As part of our widening engagement with web and digital media, we are currently recruiting for a digital marketing lead role. Based at our Middlesbrough head office, the role will manage the company's overall SEO/PPC strategy, digital marketing campaigns and content development. Working as part of the web team, and responsible for a digital marketing assistant. This role would suit an experienced manager or someone looking to take their first steps into digital marketing management.

Candidates should have:

- Experience with Google PPC & SEO Campaigns
- Experience with Facebook targeted ads (including setting up audiences)
- Knowledge of social media campaign planning, reach, and metrics
- Basic knowledge of industry standard software packages such as Adobe Creative Suite

The role will involve:

- Planning and executing SEO/PPC campaigns covering several sites, including e-commerce
- Analysing, understanding, and responding to SEO data and trends
- Tracking ad spends and following agreed budgets
- Preparing and posting content and images to company social media accounts
- Content editing and curation, including competitor research
- Promotional copy writing
- Low level image editing and other software tasks
- Communication and close co-ordination with web team and sales staff

Relevant degree level qualification (2:1 or higher preferred) or equivalent industry experience

- Good English and Maths skills

We are looking for a talented, self-motivated person with a natural understanding of digital media, social media, SEO/PPC and the benefits these marketing pathways bring to our business.

Training on software and in-house tools will be provided where necessary.

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Job Type: Full-time, permanent

Salary: Negotiable, based upon experience

To apply, please send your CV to jrichardson@clevelandcable.com