



Digital Marketing Specialist

Full-Time | £20,000 - £ 25,000

Home Based with offices available at Somerset Energy Innovation Centre

SWMAS plays a key role in providing tailored advice and consultancy to businesses across the South West of England and South Wales. SWMAS Ltd delivers national and regional business support services to support economic growth, our aim is to help businesses of all sizes develop and prosper, with a specific focus on improving the competitiveness and growth potential of SME manufacturing companies.

We now require a digital marketing specialist to work closely within the marketing team to help the company build the brand through digital platforms. This represents a great opportunity to help raise the profile of the work SWMAS does through social media and other digital platforms.

Your role will involve

- Monitoring and managing a range of social media accounts associated with both SWMAS and the public sector programmes being delivered
- Highlighting potential case studies through the feedback from social media
- Support the development of online content including on demand learning modules
- Working with the marketing team to support relevant campaigns
- Support promotion and organisation of events (both virtual and subject to government restrictions in person)
- Managing client relationships through the development and delivery of support services on digital platforms
- Support data collection and updates on relevant customer relationship management systems
- Work with the wider team to raise the awareness of digital marketing

To be successful in this role you will

- Have prior experience with digital marketing tools and social media platforms
- Strong communication skills in both written and oral formats
- Organise and schedule events and campaigns linked to digital marketing
- Be able to build effective relationships with clients engaged through digital platforms and act as a brand representative
- Have an awareness of software requirements associated with digital marketing
- It would be advantageous if the candidate had any skills in addition in any of the following areas:
 - Website design
 - Graphic design
 - Basic Programming
- Hold a relevant qualification for digital marketing

If this is you, please email your CV and covering letter to Nick Golding – nick.golding@swmas.co.uk

SWMAS Ltd welcomes applications from all sections of the community. If you would like to receive this job vacancy in another format, please contact us. Applications for part-time or job share will be considered.