



Digital Marketer

Want to challenge yourself and make a difference in the world?

Earthborn are dedicated to creating paints perfect for home decorators, interior designers and trade folk that are better for the planet, your home and your health.

We've been around for 20 years, and have been creating eco paints long before most people had even heard of 'eco'.

We're looking for an experienced, proactive and results driven person to join our marketing team, based in Cheshire. This is an exciting new role in which you will be an integral part of the team helping to build awareness whilst delivering on commercial objectives for our brands.

A bit about us...

- We're a family run business and the Earthborn brand has been around for over twenty years
- We're still growing as a business and want to continue to do so – that's where you come in
- Our paints are all environmentally friendly and have other unique attributes that make them interesting and exciting to work on
- The Earthborn team is small so you'll get to know everyone by name, you'll know all about their pets / children / weekend plans in no time!
- We like to do things differently – so we're open to creative ideas and approaching things from new angles
- This role is new to the business, so you'll really be able to get your teeth stuck in and make a difference

Some things you'll be doing...

This is a varied role where you'll be supporting the development of the full marketing mix to achieve brand growth. We're a small collaborative team so your experience, insight and ideas can truly make a difference.

- Co-ordinate and drive customer acquisition campaigns across various media, including management of PPC campaigns, helping to maximise campaign ROI
- Delivery of an SEO strategy through content optimisation, link building strategies, keyword research and content marketing
- Create effective email marketing campaigns to drive awareness, educate and convert
- Running social media strategies across multiple platforms, looking to educate, inspire and encourage purchase intent
- Community management, encouraging engagement with our lovely followers and answering queries
- Updating product information across websites including images, descriptions and media
- Monitoring performance through data analytics to advise on areas of improvement or success and to help generate future content plans
- Monitor trend, industry and competitor landscape
- Supporting our presence at events and exhibitions (UK travel required)

The role will also involve providing advice and information on our range of products, therefore an interest/knowledge of the painting and decorating industry is an advantage. However, full training will be provided.

The type of person we're looking for...

- 3+ years' experience in a consumer or product marketing role
- Excellent written and verbal communication skills
- Results focused
- SEO knowledge with proven experience of improving organic visibility of a site
- Experienced in managing paid media campaigns, including Google Ads and paid social
- Experienced in handling brand social media accounts and understanding of best practice
- Practical experience of using Google Analytics and other reporting platforms to analyse campaign performance
- Experience in managing email campaigns, ideally using MailChimp
- Knowledge of WordPress
- Well organised with the ability to prioritise tasks and manage multiple projects
- Ability to work with initiative, working on one's own or as part of a team
- Strong attention to detail and level of accuracy

Bonus points for the following...

- Experience in working within an eCommerce business
- Familiarity with Pinterest and Pinterest campaigns

- Experience in identifying trends and trend analysis using Google Trends or other tools
- Experienced in performance marketing and conversion rate optimisation

Does this sound like you? Then you'll want to know what we're offering...

Job Type: Full-time, Permanent

Salary: £25-28k dependent on experience

Location: The bustling market town of Frodsham in Cheshire. Hybrid working options available (minimum 3 days in the office)

Benefits:

- Employee discount
- Non-contractual bonus scheme
- Option to purchase extra annual leave
- Free on-site parking
- Company pension
- Hybrid working (minimum 3 days in the office)

We hire great people from a variety of backgrounds regardless of race, religion or belief, sex, gender reassignment, sexual orientation, marital status, disability or age. If you share our values and work ethic, you'll fit in.