

Job Title:	Digital Marketing Specialist
Location:	Position based in Aberdeen HQ.
Responsible To:	Marketing Communications Manager
Direct Reports:	None
Review Date & Rev No	July 2022

Purpose of Job:	<p>The Digital Marketing Specialist will support the delivery of Hydrasun's digital marketing strategy. You will develop, implement and manage marketing campaigns that promote the company's service offering and brand awareness within the digital space to support the company's overall strategy for the Energy Transition.</p> <p>Reporting to the Marketing & Communications Manager, this role will be responsible for taking ownership of our digital marketing activities including website, social media and bespoke marketing campaigns.</p> <p>This will include the development and implementation of content appropriate to specific platforms, in addition to tracking, analysing and reporting on the effectiveness of overall campaign performance.</p>
Key Areas of Responsibility & Accountability:	<ul style="list-style-type: none"> • Develop, implement and manage digital marketing campaigns across multiple channels including website and social media. • Collaborate with internal stakeholders to develop and optimise digital marketing materials in line with stakeholder requirements. • Manage and optimise the company's social media presence including content scheduling, audience engagement and performance tracking. • Conduct market research and stay up-to-date with digital marketing trends and best practice. • Monitor and analyse campaign performance using Google analytics and provide actionable insights and recommendations. • Support in the development and maintenance of the Company website, ensuring content is fresh and relevant. • Sourcing and creating a consistent range of engaging and business / industry-relatable social media and website content. • Ensure social media campaigns are integrated into the Company's website and internal company communications as relevant. • Support the development and implementation of SEO strategies to improve organic search rankings and drive website traffic.

	<ul style="list-style-type: none"> • Analytic reporting across all digital channels • Provide general administrative and co-ordination support to the marketing function, ensuring accuracy and attention to detail on all associated marketing and communication documentation. • Support the Marketing and Communications department with traditional marketing activities e.g. exhibitions, campaigns, conferences, hosting company visits.
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Main Communication Interfaces (Internal/External):	<ul style="list-style-type: none"> • Marketing & Communications Manager • Marketing, Proposals & Contracts Team • Chief Commercial Officer • All relevant stakeholders across the organisation • External third parties 	
Qualifications:	Essential	Desirable
	Digital Marketing Qualification	Marketing Qualification
Experience & Key	Essential	Desirable

JOB DESCRIPTION

Attributes	<ul style="list-style-type: none"> • Demonstrable experience in the Marketing industry as a Digital Marketing Coordinator, Digital Marketing Strategist or a similar role • Experience in Craft Content Management System development – • Experience within social media management and content creation • Ability to provide excellent customer service to relevant Stakeholders • Proficiency in digital marketing tools and platforms including Google Analytics, Google Ads, Google Tag Manager and email marketing software • Strong understanding of SEO best practice and SEO tools. • Intermediate knowledge of Microsoft IT Packages • Intermediate knowledge of graphic design packages • Excellent verbal and written communication skills • Excellent attention to detail and recognition of the importance of accuracy • Ability to work under pressure to deadlines and to execute a brief • Excellent organisational skills • Ability to organise and prioritise own workload 	<ul style="list-style-type: none"> • Relevant experience in a marketing role within the Oil & Gas industry • Experience in LinkedIn Campaign Manager • Experience in Facebook • Experience in Cookiebot • Experience in Issu • Experience in Hubspot • Experience in Canva • Experience in Adobe InDesign • Experience in Hootsuite • Experience in HTML
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Please note that you may be requested to undertake other duties from time to time and it is possible that your duties may change over time. You will be expected to co-operate with all reasonable request. If changes are deemed to be longer term, then this job description will be revised