



JOB DESCRIPTION

Job Title:	Digital Marketing Executive
Reporting to:	Marketing Manager

As an employee of Van Guard Accessories Ltd you should work as part of the team, being flexible in your approach to your work, fulfilling any reasonable request to do any task that arises and is within your capability. The information below provides details on the key responsibilities of your role.

Key Responsibilities	Other Responsibilities
Van Guard Accessories Ltd is seeking a highly organised and detail-oriented Digital Marketing Executive to support the development, execution, and optimisation of our digital marketing activities. The successful candidate will be responsible for maintaining the company's online presence, managing website content, coordinating with internal teams and external partners, and ensuring the consistent representation of our brand across all digital channels. Key Responsibilities: Social Media • Develop, implement, and manage social media content strategies aligned with the company's objectives and brand guidelines. • Create engaging content for social media channels, including photography, videography, graphics, and written content. • Film and edit video content for use across social media platforms, websites, and marketing campaigns. • Collaborate with departments across the business to identify, capture, and develop content that showcases products, services, projects, people, and company activities. • Manage the day-to-day operation of social media accounts, ensuring content is published consistently and effectively. • Monitor and respond to comments, messages, and enquiries across social media platforms in a timely and professional manner. • Monitor social media trends and identify opportunities to increase engagement, brand awareness, and lead generation. • Track and report on social media performance, providing recommendations for continual improvement. • Develop and manage relationships with social media influencers and content creators, coordinating collaborations and campaigns to maximise brand exposure. Digital Marketing & Website Content • Maintain and update company websites to ensure content remains accurate, current, and engaging.	• Attends training as required. • To follow the company's procedures and policies including Quality, Health and Safety, Environmental, Equal Opportunities, IT and Security. • To ensure Personal Data is managed in compliance with company policy.

• Create and manage new web pages, landing pages, blog content, and image galleries. • Upload and manage digital assets including images, videos, and downloadable content. • Liaise with the company's third-party digital marketing agency to support website optimisation, improve search engine visibility, and enhance PPC advertising campaigns. • Ensure website content supports wider marketing objectives and delivers a positive user experience. Email Marketing • Create and manage customer email marketing campaigns using Mailchimp. • Design, build, schedule, and distribute email campaigns, newsletters, product updates, and promotional communications. • Maintain and segment email marketing databases to improve audience targeting and campaign effectiveness. • Monitor and analyse campaign performance, providing insights and recommendations to improve open rates, engagement, and conversions. • Ensure all email marketing activity complies with GDPR and relevant marketing regulations. Content & Communications • Create marketing materials including digital content, blogs, newsletters, brochures, promotional literature, and other marketing collateral. • Compile, design, and distribute the company's internal newsletter. • Work closely with colleagues across the business to gather news, updates, project information, and content for both internal and external communications. • Assist in maintaining brand consistency across all marketing and communication channels. Events & Promotional Activities • Coordinate company events, exhibitions, trade shows, open days, and promotional activities. • Attend events where required to support marketing activity, capture content, and represent the company. • Assist with the management, ordering, and distribution of promotional merchandise. • Coordinate the design, production, and printing of marketing literature, exhibition materials, and promotional assets. • Liaise with suppliers and external partners to ensure the successful delivery of events and marketing activities. As an Employee of Van Guard, you are expected to: • Day to day management of your workload, prioritising tasks. • Working with your colleagues developing your knowledge base and mentoring others in your tasks • Developing solutions to non-standard issues. Identify and respond appropriately to levels of risk involved for the company.	
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• Understanding the services and goods that are or will be required by the company. • Understanding and adhering to company's policies and procedures • Understanding quality standards, their purpose, and benefits to the organisation This list is non-exhaustive.	
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Employee	Name:	Signature:
		Date:
Company Representative	Name:	Signature:
		Date:

PERSON SPECIFICATION

	Essential	Desirable
Work based competences	• Proven experience in a Digital Marketing Executive, Marketing Executive, or similar marketing role. • Demonstrable experience managing business social media accounts and campaigns. • Strong content creation skills, including photography, videography, and video editing. • Excellent written and verbal communication skills. • Strong organisational skills with the ability to manage multiple projects and deadlines simultaneously. • Experience collaborating effectively with teams across different areas of a business. • Proficiency in Microsoft Office and common digital marketing tools. • High attention to detail and accuracy • Administratively effective – keeps business information updated, easily accessible and secure • Uses initiative and is self-motivated. Proactive not reactive.	• Understanding of SEO best practices and search engine optimisation techniques. • Experience using Google Analytics, Google Search Console, and website performance reporting tools. • Experience with paid social media advertising. • Experience planning and supporting exhibitions, trade shows, and corporate events. • Experience managing influencer partnerships and collaborations.
Behavioural competencies	• Excellent interpersonal and relationship-building skills. • Approachable and dependable • Able to meet deadlines and control budgets • Drive to achieve quality in all that he/she does • Able to work effectively under pressure	
Qualifications & experience	• Excellent written and verbal communication skills. • Ability to multi-task and prioritise tasks effectively in a fast-paced environment. • Experience working with third party agencies. • Website and product management experience.	

Organisational fit	• Able to work as part of a team. • Communicates honestly, openly and positively. • Able to work on your own initiative and maintain your own motivation. • Has a positive approach to problems. • Good organisational skills • Has the desire and ability to contribute to the company as a whole.	
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