

# Digital Marketing Executive - Job Description

## Company Background

Encon & Nevill Long is the UK's leading independent distributor of thermal and acoustic insulation, interior systems, fire protection, roofing, construction products and external façade materials. Our Group includes four specialist distribution divisions: Encon Insulation, Nevill Long Interior Systems, Encon Technical Solutions and Encon Construction Products.

As the Distributor of Choice, we take pride in providing the highest level of service and support. Our workforce of approximately 600 people includes specialist teams dedicated to our key market sectors and adding value to every project.

## The Role

Reporting to the Head of Marketing, this exciting new role requires an ambitious and driven individual to support our digital marketing activity and develop our online platforms.

The successful candidate will thrive in a fast-paced environment, be motivated by continual learning and development and embrace strong teamwork.

## Candidate Requirements

### Behaviours:

- Excellent communication and organisational skills
- Effective data management skills and strong attention to detail
- Comfortable working to multiple or tight deadlines
- Able to multi-task, keep track and work accurately and calmly under pressure
- Personable and strong team player with a 'can-do' and proactive attitude, building effective working relationships across our teams
- Willingness to learn about new markets, and able to grasp information about new products, applications and regulations
- Able to travel to and attend industry events as required
- Results driven and analytical

### Skills:

- A Bachelor's Degree in Marketing or a business-related discipline, or equivalent qualification
- Experience of content management systems – Umbraco desirable but not essential
- Clear understanding of SEO best practice
- 3+ years' B2B experience in a marketing role
- Experience working with the full marketing mix: offline, online, social and digital
- Good copywriting and editing skills
- Strong proof-reader
- Proficient across all Microsoft Office packages, particularly Excel.
- Proficient with the Adobe Suite and able to design and edit relevant digital and social graphics.

- Experience working with email software programmes and able to build e-mailers or digital e-bulletins to support our marketing campaigns and internal communications.
- Experience using data analytics including Google GA4 and proprietary analytics in social media and e-marketing platforms.
- Confident in exploring new trends in digital marketing and evaluating new technologies to strengthen our brand presence and positioning.

It would be an advantage if you also have some experience of, or exposure to, the construction sector.

## Key Responsibilities

### Website Management

The individual will become a superuser of the Encon website, proficient in updating and maintaining all aspects of the site.

- Working alongside the Marketing Campaigns Manager and PR and Communications Executive to ensure site content is maintained, refreshed and added to in line with PR & marketing activity.
- Working with our HR and HSEQ departments to ensure relevant pages on our website are maintained and updated as required.
- Maintenance of the online product catalogue.
  - Ensure existing listings are up to date based on liaison with suppliers and regular checks using website exceptions report routines.
  - Add new products to the site as required.
  - Keep manufacturer details up to date with current logos, naming conventions.
  - Manage a regular cycle of product portfolio checks with suppliers featured on the site to ensure that listings are up to date, and product documentation links are valid.
  - Update supplier web banner advertising as required.

### Product & Price Guides

- Manage scheduled updates to our four main Guides:
  - Encon & Nevill Long Product Guide
  - Passive Fire Protection Product Guide
  - Construction Products Guide
  - Technical Solutions Price Guide
- This entails:
  - Keeping records of changes made to the Encon website so that they are incorporated into the next scheduled update of the relevant Guide.
  - Marking up changes on the last PDF version of the Guide and collating any new copy / images for new product listings.
  - Liaison with our design agency to brief in changes, get timescales and costs for required work and proof updated documents.
  - Work alongside our PR and Comms Executive to create internal and external comms for new publications of the Guides.
  - Update the Encon website with new versions of the Guides including setting up Flipbook versions of the Guides using third party software.

### Encon Intranet

The individual will become a superuser of the Encon intranet, proficient in updating and maintaining all aspects of the site.

### Social Media

- Plan, manage and deliver a proactive social media schedule in line with our social media strategy.
- Work with and support the Marketing Campaigns Manager and PR & Comms Executive to create and deliver digital content for social channels.



### Analytics/Reporting

- Extrapolating social media and digital data from our campaigns or other marketing and highlighting key results or trends.

### **Standard Terms, Conditions and Benefits**

- Working Hours: 37.5
- Hybrid working: Minimum 2 days a week at our HO in Wetherby
- Notice Period: 1 Month
- Holiday Entitlement: 23 Days, rising to 25 after 2 years' service
- Encon Work Save Pension: 8% total contribution
- Company property: Laptop