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**Job Title:** Digital Marketing Executive  
**Reports To:** TBC

## Summary and Main Purpose:

Due to our continued success we have a fantastic opportunity for an experienced Digital Marketing Executive to join our company. Through our suite of products; Read & Sign; Induct and Train; and Staff Portal, we enable companies to boost efficiency and automate a range of processes, working with organisations such as Cemex and the NHS to name a few.

## Location:

Headquartered approximately one mile from Humberside Airport in Kirmington, North Lincolnshire, we also have offices in Hull, East Yorkshire and support remote working.

## Key Responsibilities and Duties:

The successful candidate will be an experienced Digital Marketing Executive, that has the skills, knowledge and experience to lead and develop a digital marketing strategy.

- Plan and execute all web, SEO, database marketing, email, social media, and display advertising campaigns.
- Perform regular SEO audits across corporate websites (keyzo.co.uk and bytron.aero) and ensure that the development team perform SEO improvements within a reasonable timescale.
- Collaborate with internal teams to create landing pages and optimize user experience.
- Ensure the content on the websites is regularly refreshed, including alignment with new product releases.
- Be accountable for the marketing schedule, campaigns and event organising.
- Collaborate with internal stakeholders to build and maintain our social media presence.
- Proactively contribute to marketing effectiveness by identifying both short and long-range issues that must be addressed.
- Measure and report the performance of all digital marketing campaigns and assesses against goals (ROI and KPIs).
- Identify trends and insights and optimise spend and performance based on the insights.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
- Proficient in marketing research and statistical analysis
- Be consistent with brand management, ensuring brand guidelines are met and the company image is and



## Experience, Qualifications and Skills:

The ideal candidate will be highly skilled and driven in the following areas;

- Bachelor's degree in Marketing (2:1 or above)
- Minimum three years commercial experience specifically in digital marketing
- Demonstrable experience of effectively leading and managing SEO, marketing database, email, social media, and/or display advertising campaigns
- Experience in optimizing landing pages and user funnels
- Solid knowledge of website and marketing analytics tools (e.g., Google Analytics, SEMRush, etc.)
- Working knowledge of ad serving tools
- Experience in setting up and optimizing PPC campaigns on all major search engines

## Qualities and Attributes:

- A team player that is self-motivated and has a passion to learn
- Hard working, passionate and driven
- Ability to receive feedback positively
- Puts the customers' needs first and uses quality as a prime driver of outcomes
- Maintains a high level of awareness of the industry and trends, particularly regarding development
- Keep abreast of usability standards and emerging technologies
- Good communication skills, oral and written
- Ability to work well within a team as well as independently and to tight deadlines
- Must have meticulous attention to detail

## How to apply:

- Excellent Pay (salary negotiable, depending on experience)
- Career progression and learning and development opportunities
- Starting on 25 days annual leave plus public bank holidays, annual leave rises with service years
- Pension scheme
- Flexible and remote working
- Holiday purchase scheme
- Summer and Winter bonus scheme
- £50 Amazon birthday voucher
- Social activities opportunities

## How to apply:

Please forward a current CV and covering letter explaining why you're the best candidate for this position to our recruitment team: [jobs@keyzo.co.uk](mailto:jobs@keyzo.co.uk)

## Interview Information:

Due to the current situation, interviews will take place remotely. Candidates will be required to create and present a strategic marketing plan for one of our products (20 minutes), followed by questions by the interview panel to assess and determine skills, knowledge and experience.

**This vacancy is not open to recruitment agents.**