



**Job Title:** Digital Marketing Executive

**Location:** York

**Term:** Permanent

**Salary:** £26,000 - £29,000 (Experience dependant)

### The Role

Are you a dynamic and driven Digital Marketing professional wanting to take your knowledge and skills to the next level?

We're looking for a Digital Marketing Executive to join our Marketing team and contribute to the development, coordination and execution of all Cyclops Group digital activity. This includes the creation, implementation and monitoring of digital campaigns and activities across a variety of online and digital platforms to drive brand awareness, lead generation, customer acquisition, engagement and retention.

You will work within a growing Marketing team to maintain, improve and develop our digital marketing strategy and activities.

This role involves managing time and tasks independently, and you should have a high degree of pride in your work and the ability to produce material to a high standard with little/no assistance.

This is a great opportunity to continue your career within digital marketing and build on your existing knowledge and skills.

### Main Responsibilities

- Assist in the management of all Cyclops Group websites via CMS platforms Webflow and Odoo, as well as monitoring website performance using available tools (GA4, Google Ads, GSC, Semrush and Looker Studio).
- Support the Group's SEO, PPC/Google Ads optimisation activity and analytics, carrying out on-going improvements. Create graphic assets, copy and other forms of content to support all digital marketing activity; this includes website copy, Social Media graphics, e-newsletters and email marketing among others.
- Help with the management of the Group's Social Media channels and develop the Group's Social Media presence to build brand awareness and promote our offering.



- Work alongside colleagues and external agency partners to plan and execute multi-channel marketing campaigns, including measuring campaign performance and ROI.
- Involvement in online marketplace listings, such as Amazon and B&Q, sponsored item and bid management.
- Support in event/trade fair planning and attendance, including literature and stand designs.
- Maintaining up-to-date company documentation & policies on both internal and external platforms.
- Carry out data mining, customer segmentation and profiling activities to deliver effective email marketing campaigns and automated email workflows.
- Manage a range of targeted email marketing via Mailchimp, influencing email design and company messaging.
- Provide the vital link between Marketing and IT.
- Support colleagues across the business with marketing requests.

### Required Skills/Experience

- Minimum of 2 years' experience within a Digital Marketing role
- Office 365 - Word, Excel, PowerPoint, etc.
- Ability to work with large sets of data.
- Webflow, Odoo, WordPress or similar.
- Social Media platform management - LinkedIn in particular.
- Email marketing software - MailChimp or similar.
- Working knowledge of CRM systems.
- Excellent verbal and written communication skills.

### Preferred Skills/Experience

The following skills/experience are preferred but not a pre-requisite for the role, and they can provide excellent opportunities for learning and development.

- Experience within a B2B business.
- Digital analytics and reporting tools - Google Analytics (essential), Google Looker Studio and Semrush.
- PPC - Google Ads, LinkedIn Ads.
- Adobe Creative Suite - InDesign, Illustrator, Photoshop.
- Experience with managing e-commerce sites.
- Knowledge of common style guide conventions (APA, MLA) and English grammar proficiency.



## Personal Attributes

- Technical mindset.
- Desire to drive innovation in your role.
- Excellent communicator.
- Self-learner, seeking development.
- Keen to maintain excellent digital know-how.

## About Cyclops Group

Established in 1990, the Cyclops Group is a global leading electronic components specialist focused on delivering outstanding customer service and the highest standards for quality and dependability.

The Group comprises several well-established business divisions, entrenched within the electronic components industry for over 30 years. With locations in the UK, USA, Canada, Europe and China, we proudly serve customers across a diverse range of industries all around the world. The Cyclops Group Head Office is situated in the beautiful City of York, with the stunning Yorkshire countryside and coast nearby.

## Wider Benefits and Perks

We place the utmost importance on the well-being of our teams and have a very active office events programme. We provide fresh fruit in the office, plan spectacular events throughout the year, and provide leave days for participation in charity events. We love a summer BBQ, a day at York Races and extended lunch breaks for sports participation to name just a few.

As a company, we wholeheartedly care about each individual's personal development and will support you to undertake extra training to improve and learn new skills.

## Remuneration

- Healthcare cash plan (up to £2,000 per year, including dental and eye care).
- Company bonus scheme.
- Pension scheme.
- 37.75 hours per week including flexitime with 20% remote working.
- 28 days annual leave, can increase up to 33 days with time (including bank holidays).



- Career progression - training and on-going development opportunities.