

Calling All Apprentices:

**\*\*UK RESIDENTS ONLY\*\***

Digital Marketing Manager;

the ideal candidate will expand the company's brand presence by finding the target audience to distribute marketing content. You will create and implement the marketing strategy using both offline and online methods to gain new customers. The ideal candidate is both a self-motivated individual and a positive team player.

### **Responsibilities**

- Plan and execute digital marketing campaigns (as part of a team and on your own)
- Monitor and analyse the effectiveness of marketing content (using coding and analysing buying trends and monitoring customer responses and issues they have on specific products or product lines/product range and feeding them back to senior staff members or management)
- Develop and manage website content (you'll be working directly with the CEO and training will be provided to manage the website contents at very short notice to name one)
- Find and target audiences

### **Qualifications**

- 1+ years of marketing experience or qualifications
- Content creation skills (from personal experiences or for others)
- Excellent communication and organisational skills (digital and office)

### **Social Content:**

- You'll be working with the Sales Executive(s) to strategies content to target customers in new regional territories using TikTok, YouTube, Facebook, Twitter, and LinkedIn
- You'll be traveling at times with the Sales Executive either up and down the country or overseas. This will be required of you at times
- You'll be likely to cover the Sales Executive's role at very short notice to cover sickness
- Communication is key - you will have had some social media presence or experience either via Facebook, YouTube, Instagram, Twitter, or TikTok, and you may have a growing number of FOLLOWERS - not a requirement but a bonus!
- Someone who has the passion to be a part of a business that delivers advanced technological baby products for the NEW generational parents - for tomorrow's parents.
- Knowledge and or skills acquired on Marketing Fundamentals.
- Knowledge and or skills acquired in Brand Management.

- Sales and Digital Marketing.
- Knowledge and or skills acquired in Market Research.
- Knowledge and or skills acquired in Digital Transformation.
- Knowledge and or skills acquired in Digital Public Relations.
- Knowledge and or skills acquired in Marketing Strategy.
- Knowledge and or skills acquired in Project Management for the Media

You will receive product training plus ongoing guidance and support. Our Sales Executive's ideal candidate will have:

- A can-do attitude and self-motivated
- A willingness to learn
- Adaptability and flexibility – prepared for anything
- An ability to thrive in an enthusiastic and driven environment
- Excellent communication skills
- A positive attitude and openness
- Outstanding customer service skills
- A passion for new products and innovation

Entry requirements:

- Good English and Grammar essential
- A-C GCSE in Mathematics, English Literature & Language, Sciences, and Computer Studies, IT, and Geography, History (Business Studies, but not a requirement)

You'll be working with a team of 5-10+ people in the UK and many others in the industry, based all around the UK, Ireland, European countries, the USA, the Middle East along with The Far East.

All transportation costs covered by us and traveling up and down the country (UK) will be required of you as well as to Germany, China, USA, and other nations.

\*Phone line provided

\*Training provided

\*Uniform provided

\*Equipment provided

If you have any questions regarding this role or the salary we are offering, please feel free to email us at [recruitment@ecoprms.com](mailto:recruitment@ecoprms.com) or call us on 02034327516

CLOSING DATE 25/06/2023