

## **Job Description**

### **Our Company**

Roper Rhodes are a supplier of bathroom products with an excellent reputation. Our turnover during 2018/19 was £61m and this continues to grow.

Our customers include major national retailers, national / regional builder's merchants and a nationwide network of independent bathroom retailers. Our products are manufactured to our own in-house designs and specifications from sources all over the world.

### **The Role**

The role of Digital Marketing Executive is to manage & maintain our online presence. This includes our websites, numerous social media platforms and all other digital communications.

The role will encompass:

- Creating engaging online content including blogs, graphics & videos across all brands
- Website management, including regular & extensive updates across our four websites
- Google analytics reporting & SEO management
- Social media management across multiple platforms, including influencer marketing
- Email marketing campaigns
- Provision of ongoing measurement & evaluation of activities & campaigns
- Creation of other digital marketing materials as required, e.g. for sales launch events & retailer marketing campaigns
- Updating & maintaining brand product databases
- Handling image clipping service providers & resizing images as appropriate
- Handling customer image requests & using image sharing service.

## **The Successful Applicant**

The successful candidate will have a minimum of 3 years' experience in a similar role, preferably some of it in a B2B environment. Along with an interest in interiors/interior design they should possess the following characteristics:

- Good understanding of digital marketing, email marketing & CMS, with demonstrable social media & influencer marketing experience, with evidence of results
- Be open to change & proactive in proposing new ways of working with the ability to be flexible in approaching tasks & problems
- Strong written & verbal communication skills
- Focus on delivery to internal & external customers
- Able to collaborate effectively with others, solve problems creatively & demonstrate high integrity
- Be detail oriented, very organised, able to multi-task & work under pressure
- Be enthusiastic, flexible & professional in all aspects of work
- Proficient in Microsoft Office, in particular Excel
- Proficient in use of HTML / CSS & email marketing platforms such as MailChimp
- Experience in the use of Creative Suite, in particular Photoshop & Dreamweaver

## **The package**

The salary is up to £27,000 pa. In addition we offer a Company bonus paid twice a year, a highly competitive pension scheme, Life assurance, 23 days holiday a year (rising to 26 days) and plenty of on-site parking.

If you would like to work for us and have the required experience, please send us your CV along with a covering letter.

Job Type: Full-time