

# Digital Marketing Executive

Part-time (20 hours), home-based, (25k-30k pro rata, depending on experience)

## **Are you looking for a part-time, home-based role that fulfils your passion for digital marketing?**

ExpenseIn, the trading name of Mobile Dynamics Ltd, is seeking a Digital Marketing Executive with strong copywriting skills to join the UK's leading cloud-based expense management solution.

ExpenseIn is an innovative, modern, and rapidly growing company providing remote working in a fast-paced environment

As our Digital Marketing Executive, you will be helping to promote the product suite of the company by creating digital copy for different platforms that raises the name of the ExpenseIn brand. You'll have a passion for SEO and performing keyword research to craft organised and optimised content.

This is a brand-new role, giving you the exciting opportunity to work within a small, but growing marketing team. As such, we're looking for someone who is self-motivated, has a genuine passion for digital copywriting, is willing to help where needed and learn new skills.

### **The role:**

- Supporting the Marketing Manager in creating and distributing high quality digital content that raises brand awareness, drives traffic to the website and creates MQL/SQL leads.
- Creating digital copy for the ExpenseIn website and blog that follows latest SEO guidelines.
- Developing written content for digital brochures, eBooks, email campaigns, paid ads, social media, product listings, video scripts and more, to successfully engage with different audiences.
- Working with other departments to collaborate on new topic ideas for marketing and sales material.
- Supporting the Marketing Manager with other tasks as and when needed, for example, schedule social media posts or send email campaigns.

### **To be successful, you will have:**

- Experience in a similar role.
- Affinity with IT, SaaS, Technology is preferable.
- Excellent copywriting skills in English for B2B digital content with samples to share.
- Experience creating written content for a variety of formats including websites, blogs, e-books, brochures, whitepapers, social media, ad copy, product listings and emails.
- SEO knowledge and experience using SEO tools like SEMRush, Href, Moz or similar is essential.
- Experience of link outreach strategies to promote the content and develop link partnerships is a plus.
- Experience using content management systems and email marketing tools is a plus.
- Experience creating multimedia content for brochures or videos is a plus.
- Strong creative skills and a keen eye for details.

- Strong interpersonal skills.
- Ability to manage personal workflows and work autonomous.

#### **Benefits**

- Competitive salary (25k-30k pro rata, depending on experience)
- 25 days holiday
- Private health insurance
- Home-based role