**Role Description & Personal Profile**

|  |
| --- |
| **Role** |

|  |  |
| --- | --- |
| **Job Title:** | Digital Marketing Specialist |
| **Division:**  | AB Neo |
| **Department:** | Central |
| **Location:** |  Remote |
| **Role Type:**Permanent, FTC etc | Permanent |
| **Team Structure:**Reports to, Direct & Indirect Reports | Direct: Head of MarketingIn-direct: Commercial Director and HR Director |

|  |
| --- |
| **Description** |

|  |  |
| --- | --- |
| **Impact Statement:**The contribution of the role to achieving the overall business objective. Span of impact. Main purpose, focus of the role. | Drive the growth of AB Neo's digital marketing efforts, supporting brand strategy, and building awareness as we strive to become a well-known leader in feed nutrition. |
| **Feed Safety** | Understand the impact of processes and actions on Feed Safety.Carry out tasks and procedures as trained. |
| **Key Responsibilities:**The key objectives and accountabilities of the role. (5 to 10 areas) | * Collaborate with the Global Marketing Team to plan, develop, and implement cohesive digital marketing initiatives encompassing email marketing, website management, social media, SEO, SEM, and digital ads aligned with AB Neo's brand and growth objective
* Design, execute, and refine email marketing campaigns to engage and nurture both existing customers and prospects
* Conduct regular audits of the company website to ensure optimal performance, user experience, and compliance with SEO best practices
* Take charge of social media activities, providing support to the marketing team through content creation and posting for impactful online presence
* Support the setup of Google Ads and paid social media campaigns, collaborating closely with the marketing team to ensure optimal performance and campaign effectiveness
* Plan, coordinate, and execute digital events, including webinars and online workshops
* Contribute to the implementation and improvement of marketing automation and customer relationship management (CRM) strategies
* Support the delivery of recruitment and employer brand campaigns
* Take ownership of marketing analytics, providing actionable insights for continuous improvement
* Provide support for the maintenance of the intranet, ensuring its seamless operation and contributing to an effective internal communication platform
* Stay informed about global and regional search channels, algorithm updates, and search engine guidelines to ensure compliance and adapt strategies
* Monitor and analyze competitor digital activities, sharing valuable insights with the team
* Oversee and execute various administrative tasks, including budget tracking, expense reporting, and vendor communication, to support digital marketing initiatives
 |
| **KPI’s**  | * Web traffic, engagement and conversion rates
* Email open rates, click-through rates, and subscriber growth
* Social media follower growth, engagement rates, and content reach
* Digital ads reach, click-through rates, conversion rates, volume of leads generated
 |
| **Key Stakeholders**What are the challenges of the relationships, communication strategies required etc | * Global Commercial and Marketing Team. Technical Team & HR Team
 |
| **Scope**Depth, Breadth of knowledge application, ability to innovate, complexity of tasks, budgetary responsibility |  |

|  |  |  |
| --- | --- | --- |
| **Person Specification** |  | **Essential / Desirable** |
| **Knowledge:**Consider number of years’ experience, any formal qualifications genuinely necessary or any key areas of knowledge. | Search engine optimization strong knowledgeSocial media expertGoogle ads knowledgeCMS systems understandingSales Lead generation Good understanding of Digital Marketing overall |  E |
| **Key Behaviours:**Consider which of our guiding principles are particularly relevant and also any role specific behaviours | SelfstarterStrong in building relationsFluent in Spanish and EnglishOpen-mindedStrong project leaderStructured |  E |
| **Qualifications:** | * Bachelor’s Degree in Marketing, Communications, or Business. Digital marketing certification would be an advantage
* 2-3 years of work experience executing digital marketing campaigns (social media, website, SEO, SEM, marketing automation, marketing analytics)
* Exceptional writing skills (English), able to write, copyedit and manage narrative flow at a high level
* Strong experience with digital marketing tools
* Familiarity with customer segmentation strategies and customer journey methodology
* Strong analytical skills, with the ability to derive insights from data and make data-driven decisions
* Basic creative design skills, experience working with design teams
* Ability to work independently and collaboratively, and effectively navigate and succeed in a fast-paced environment
* Demonstrated ability to stay updated with the latest trends and technologies in digital marketing
 |  |
| **Other factors:**Travel, Shift Working, HGV Licence etc | Adopt a creative use of technology, travel, communication mediums and face to face interaction to deliver results & team engagement, whilst achieving a sensible work life balance. | E |

|  |  |
| --- | --- |
| **Date Agreed:**  |  |
| **Authorised by:** |  |