

HOURS: 37.5 hours per week

Vacancy : Digital Marketing Executive

SCION Instruments Overview:

SCION Instruments are one of the world leaders in the design and manufacture of chromatography solutions. We are currently looking for an enthusiastic and motivated Digital Marketing Executive to join the Marketing Department at our headquarters in Livingston, Scotland. This a great opportunity to join an established global business, and to contribute to our further success. In return we offer excellent financial rewards, career development prospects and flexible working hours. Previous digital marketing experience is preferred but we will consider recent graduates.

Digital Marketing Executive - roles and responsibilities

As our Digital Marketing Executive, you will support our marketing, product management, and applications teams. You will focus on handling digital communications across a range of digital platforms. You will be connecting and communicating with existing and new customers via our website, email, e-newsletters, application notes, social media, and search engines. You will ensure visibility and performance of our online presence, and will also be involved in other aspects of our integrated marketing strategies. You will use key performance indicators (KPIs) to measure marketing campaign performance and track specific metrics to determine levels of success, as well as generating monthly reports on digital activity and performance.

Reporting to the Marketing Manager, your responsibilities will include :

- Create and deliver digital marketing campaigns to drive brand awareness and sales lead generation
- Ensure consistency in the brand messaging
- Prepare and distribute emails and e-newsletters, and follow best practices for social media marketing
- Launch promotional offers and events
- Optimise the website to increase visibility, online traffic, and drive lead generation
- Track marketing metrics and analyze digital data to measure marketing success
- Support / organise webinars and online events
- Support with Trade Show organization

Skill requirements:

- Personable manner, enthusiasm to deliver results, able to show initiative, and the ability to work well as part of a team
- Interested in science and technology
- Excellent writing skills and verbal communication abilities
- Attention to detail and ability to manage multiple projects concurrently
- Strong analytical thinking and problem-solving abilities
- Up-to-date knowledge of digital marketing trends and developments
- Creative in devising informative, engaging and motivational digital campaigns
- Experience with managing and delivering social media and digital marketing campaigns
- Understanding of landing pages, page optimisation, user funnels and A/B testing
- Proficiency in using website analytics tools, and marketing software

Nice to have :

- Web programming experience / knowledge
- Experience / knowledge of Salesforce CRM
- Knowledge of marketing automation and its applications

- Previous experience working in a business with either a scientific or technical background, would be an advantage

Qualifications / experience :

- Educated to at least degree level in Marketing or Science/Technical field
- Preferably also with at least one years experience in a Science/Technical related Marketing role
- Practical experience using Microsoft office packages
- Some knowledge of the Adobe Creative Suite (InDesign, Photoshop) – not essential