



What we do:

Grofuse is a growth agency. We create online solutions to improve processes, develop web platforms to drive sales and deliver marketing campaigns to fuel the growth of ambitious organisations we know we can deliver for.

Why we do: To inspire the development of our people, adapt the latest technologies and truly understand the organisations we work with so that they can achieve their growth goals.

Who we are:

We are an ever-growing team of specialists whose expertise fused together has all the essential ingredients needed for online growth.

Our vision:

To achieve sustained global growth by creating fans of our customers and to be consistently oversubscribed with an increasingly renowned international reputation for helping clients become market leaders in their sectors.

Our mission:

To combine the latest technologies with specialist expertise, strong customer empathy and commitment to clear client communication in order to help our customers become leaders in their respective markets.

How we work

We are a team of specialists who together combine the ingredients required for business growth.

Our qualified marketing and digital analytics experts work hand in hand with our PR professionals, graphic and motion graphics designers, web developers and software specialists to create the perfect grow packages for our clients.

We are dedicated to working closely with our clients through clear lines of communication and unrivalled customer care with an unerring can-do attitude to growth. We always ensure that we fully understand our clients' goals and objectives, as well as gaining full insight into the needs and desires of their target audiences.

We're always looking for highly driven people to join our exciting journey of delivering growth for our customers. If you share our passion for growth, join us.

Digital Marketing Executive – Content Marketing

We are seeking a **Digital Marketing Executive** experienced in content creation with a thorough understanding of the marketing process. If you are a whiz on content optimisation, channel optimisation, a natural at building strong agency and internal relationships with the hunger to learn new skills and technologies then this could be the ideal role for you.

Job Details

Job title: Digital Marketing Executive – content marketing

Contract Type: Full-time/Permanent

Location: Derry/Londonderry

Hours of Work: 40 hours per week

Overview

You will be primarily responsible for creating engaging content to be used across print, online blogs, videos, emails, Social Media etc. You will have experience in creating, managing, and delivering successful Social Media and Google AdWord campaigns.

You will use your research skills to fully understand each client's sector, products/services, branding, target market and marketing goals. You will work closely with account managers and design teams to brainstorm ideas, create concepts, and develop engaging messaging for Grofuse and our clients.

You will thrive in a fast-paced and collaborative environment. You will be happy to manage multiple projects simultaneously, ensuring each is delivered within agreed budgets and timeframes.

Responsibilities

- Creation of original written content (for social media, websites builds, press/news releases, etc) that engages target audiences and drives action
- Research and understand the client's needs and target audiences, using primary and secondary techniques
- Collaborate with account managers and creative staff from concept development to delivery of final material
- Communicate clearly with clients and line managers throughout the copywriting and campaign building processes
- Revise copy in accordance with internal and client feedback/direction
- Comfortably vary voice, tone, style, and other writing characteristics
- Social media advertising (PPC) management for Grofuse and its clients
- Maintain up-to-date knowledge of communication trends and client-related industry trends

- Adhere to appropriate style guidelines and brand voice in messaging
- Present copy concepts and completed material to internal team and to client representative when required
- Reporting and performance analysis of all campaign activity
- Ensure all activity and data management is GDPR compliant
- Report to line manager on issues daily/weekly/monthly

Essential Criteria - experience

- Professional copywriting/PR/journalism experience with portfolio
- Creating content for, setting up, managing, and optimising Google Adwords
- Creating content for, setting up, managing, and optimising Social Media campaigns in Facebook Ad Manager
- Creating and management of SM platforms for business (Facebook, Instagram, LinkedIn and Twitter)
- Research techniques such as face to face interviews, desk research etc. to fully understand target audiences
- Writing compelling ad copy utilising various ad formats and platforms
- Story boarding engaging user-focused graphic/motion graphics content
- Analytics and reporting – setup, analysis of results and providing recommendation
- Proficiency in Microsoft Word
- Proofreading and familiarity with standard style guides
- Working with Content Management Systems (CMS), specifically WordPress

Essential Criteria – soft skills

- Exceptional written and oral communication skills
- Proactive self-starter with strong commercial/business awareness
- An enthusiastic, positive, and proactive attitude
- Excellent organisational skills and multitasking ability
- Passionate about helping clients achieve growth
- Strong capacity for customer empathy

Non-essential criteria

- Bachelor's degree in journalism, communications, marketing or related discipline
- Experience in search engine optimisation (SEO)
- Working knowledge of agile principles, development processes and toolsets

To apply for this position, please drop us an email at careers@grofuse.com, via our contact form, or via post to Grofuse Ltd, Catalyst Inc, Derry-Londonderry, Northern Ireland, BT48 7TG. **Please include your CV and a cover note.**

