

JOB DESCRIPTION

DIGITAL MARKETING SPECIALIST



Job title	Digital Marketing Specialist
Reporting to	Marketing Manager
Job location	Hybrid – Ipswich office min. 2 days a week/Home-based
Employment status	Permanent, Full-Time

ABOUT US

The DPO Centre group is a multi-national data protection compliance consultancy founded in the UK in 2017. We provide outsourced privacy professionals, privacy consultancy services and GDPR representation to over 800 organisations globally. The DPO Centre group consists of The DPO Centre Ltd in the UK, The DPO Centre Europe Ltd in Dublin, The DPO Centre B.V in The Netherlands and our most recent addition, The DPO Centre Canada Inc, together with a network of representation offices throughout the 27 EU Member States.

OUR CULTURE

In support of our #OneTeam philosophy, our mission is *"To inspire and develop one remarkable team, that delivers the extraordinary"*. Contact with the other members of our team will be frequent, as are the opportunities for team social activities. This therefore not only fulfils our commitment to exchange knowledge, share experiences, improve our processes and constantly improve on the best practice framework employed with our clients, but also to ensure that our new recruits quickly become integral to our motivated, sociable, and connected team.

WHY JOIN THE TEAM?

We offer the opportunity to work in a dynamic, varied and challenging role, alongside a group of like-minded and motivated professionals, within a structured, organised and coordinated team.

As a learning organisation, we provide training, shadowing opportunities and personal development to our employees, along with bringing new talent into the sector via The DPO Centre Academy.

OUR PEOPLE

Within The DPO Centre family we have bakers, skaters, bike riders, walkers, avid readers, ultra-runners, budding photographers, keen travellers amongst others. Our team comes not only from the UK and The Netherlands, but from all corners of the world, New Zealand, Argentina, Mauritius, Mexico, South Africa to name a few. Please see for yourself on [our team](#) page.

COMPENSATION

- £35,000+ depending on candidate experience and qualifications + Benefits

BENEFITS

- Pension scheme
- 25 days annual leave + Length of service accrual
- Wellbeing and electric vehicle schemes
- Personal development

CANDIDATE PROFILE

First and foremost, The DPO Centre is a service business. We look only to recruit proactive, motivated, enthusiastic, customer driven, commercially aware team players, who can clearly demonstrate a passion for what they do and therefore offer an ideal fit with our core values and culture.

To support our continued growth, we require a Digital Marketing Specialist to join our marketing team to support the accelerating expansion of our marketing function. To create, implement and manage our varied marketing activities and continuously build our brand and generate high-quality leads. You will need to demonstrate excellent communication and organisational skills, an ability to prioritise your workload, and work in a structured manner.

Collaborating with the wider marketing and graphic design team, your responsibilities will include the development and creation of our various marketing assets to support our various initiatives, projects and targeted marketing campaigns.

Your responsibilities will also include planning and organising the logistics for our various 3rd party conferences and exhibitions, social and networking events, presentations and webinars. Your role will involve curating a database of attendees from specific target groups and then assisting with marketing and promotion to ensure event success. You will also be required to attend and assist with logistics and organisation for occasional UK events.

You will have a career history that demonstrates a talent for co-ordinating, implementing and managing B2B marketing campaigns across various platforms. As well as having previous experience in event management, both face-to-face and digital.

This role is based in our Ipswich office, two days a week, with a balance of hybrid working and occasional UK travel.

DUTIES AND RESPONSIBILITIES

- Creation of marketing assets to support our various initiatives, projects and targeted marketing and prospect nurture campaigns
- Coordinate content creation to support our existing PR and communications workflows
- Support marketing and communications initiatives for our conference, exhibition and entertainment activities
- Assist with audience building for our identified ICP groups using tools such as LinkedIn and ZoomInfo
- WordPress content management
- Social media paid advertising campaign management and ABM
- Email marketing, database management, tracking, analytics and optimisation
- Liaise with event organisers and logistics providers to ensure the timely delivery of exhibition stand equipment, marketing materials, company profile data, speaker bios and images, and slide presentations
- Devise a marketing communication schedule for the promotion of each event that coordinates our design and marketing resources to ensure each event is appropriately promoted via direct email, our website, our newsletters, the event's website and social media
- Manage attendee communication and feedback surveys, and implement lessons learned
- Ensure stock levels for marketing collateral and promotional items are maintained
- Report on performance of events and associated marketing activities
- Contribute to the improvement of The DPO Centre's internal processes and checklists to streamline future event management and marketing workflow
- General marketing activities support

PERSON SPECIFICATION

Education and experience:

- A minimum 5 years of marketing experience, ideally from a professional service related environment
- A marketing qualification, however experience and practical knowledge is more valued than educational qualifications
- Experience working with
 - WordPress content management (supported by web developer)
 - HubSpot

- Social Media marketing, both organic and paid (LinkedIn)
- SEO, PPC, Remarketing
- Google Tag Manager, GA4 and a general understanding of paid media
- Demonstrable experience marketing to Ideal Customer Profile (ICP) target groups and creating marketing assets targeted at specific industry sectors and niche verticals
- Knowledge and experience of setting up, marketing and administrating both face-to-face and online events

Personal:

- An enthusiastic team player with a 'Can Do' approach and resilient attitude
- Confident, outgoing and highly organised, with drive, initiative and enthusiasm
- A willingness to learn, work hard, contribute to the team and develop new skills
- Ability to work independently yet also be a strong team player
- Self-confidence to apply initiative and bring ideas to the table
- Calm, controlled and resilient demeanour
- A commercial attitude towards time management
- Proven ability to deliver at pace and manage a quality service

Required skills:

- Excellent project management skills to juggle multiple priorities, conflicting demands and tight deadlines
- Adaptability and the ability to remain calm in high pressure scenarios
- Strong emotional intelligence and the ability to demonstrate empathy
- Excellent IT skills: Full Microsoft Office suite
- Highly organised, structured and disciplined, with great attention to detail and analytical skills
- Excellent written, verbal and non-verbal communication skills
- Ability to think logically and strategically
- Experience with online event delivery platforms

Advantageous skills

- Knowledge of the GDPR and UK Data Protection Regulations
- Understanding of Health and Safety requirements relating to event management
- Experience working with ZoomInfo and LinkedIn Sales Navigator
- Dutch or other European language skills

Career Progression

Opportunities across the business, especially in marketing, supported by your individual personal development plan.