



## **Digital Marketing Co-ordinator**

An exciting new role as arisen with our organisation. We are currently looking for an individual to lead our digital marketing strategy. You will be working alongside the Design and Marketing Managers remotely and at our UK Head Office, when required.

## **About Us**

We are an established manufacturer, designer and distributor of veterinary products, including consumables, disposables, nutraceuticals and licensed pharmaceuticals. We serve in excess of 60,000 veterinary practices around the world.

Our promise is to offer friendly customer service, support and education along with innovative high-quality products that achieve outstanding results and meet the diverse needs of today's veterinary practices.

Innovation and quality are key to our success. Our knowledge and experience makes us a leading manufacturer and distributor of veterinary specific products.

## **Your responsibilities will include:**

- Co-ordinating the company's global online marketing and advertising campaigns.
- Develop campaigns and online content by co-creating advertising copy compatible with style guidelines.
- Develop innovative digital marketing initiatives across all the major social and traditional digital platforms to increase brand awareness globally.
- Upload videos to social media.
- Schedule webinars.
- Write and publish blogs and memes about Millpledge products and services, including situational examples.
- Collaborate with the design team to create ideas, visuals and feature/benefit differentiators to deliver a clear and educational understanding to our online audience.
- Utilise market and product specific keywords to accompany online adverts, product text and web pages.
- Lead, plan, strategize and implement the marketing campaign.
- Understand and align trends to optimize and adapt future marketing campaigns and brand placement opportunities.
- Develop relationships with market specific opinion leaders and influencers, who are able to act as brand ambassadors and trusted reviewers.
- Agree budgets, prepare and review performance reports monthly.

**Key Skills and Experience:**

- Associate marketing or communication qualification or experience.
- Thorough understanding of AdWords, e-commerce, social media B2B & B2C advertising platforms, SEO experience, vlogs, memes and blogs.
- Out of the box thinker, strategist and solution wizard.
- Strength and interest in analytics, data interpretation and re-presentation.
- Excellent communication skills.
- Proficient in MS Office suite, emphasis on MS excel functions.

The work involved for this role can be achieved remotely although attendance at Millpledge Head Office will be required occasionally.

Apply to [careers@millpledge.com](mailto:careers@millpledge.com) before 31<sup>st</sup> July.