

Job Vacancy

Realise the next step
of your career

Digital Marketing Executive

POSITION TYPE: Full time, permanent

LOCATION: Ipswich, Suffolk



Introduction

Your privacy

Bauder treats personal data collected while managing your job application in accordance with our Data Protection Policy. Information about how your data is used and the basis for processing your data is provided in our Job Applicant Privacy Notice, this is published to our website within the [Careers Section](#) or available upon request from the [HR Department](#).

About us

Bauder is a leading international manufacturer of building construction materials for flat roofs. We provide our clients with a complete technical roofing solution and package from inception to completion, to meet their every requirement. Our service is centred upon our dedication to provide a waterproofing system that fully understands all the individual issues of any project and fully responds to the needs of the client.

Our flat roof systems are designed to provide a high quality, single source solution for every application and client need. Whether green roofing to bitumen membrane, and from hot melt to cold liquid applied, right through to BauderSOLAR PV panels, giving energy for sustainability.

Bauder flat roofs represent an industry leading commitment to deliver technologically advanced roofing products, which meet the diverse needs of the roofing industry in terms of budget, performance and function of the highest quality. The Bauder name is synonymous for quality, design and service.

Our people focused culture originates from a strong family ethos and the belief that our success is determined through our people, who are at the very heart of what we do.

Fit to team and skillset drives our success

We place great attention to detail on recruiting the right person, team fit is as important to us as skillset and people join us for a career and not just a job. We have fun whilst we work and reward, recognise and develop the capabilities of our people. The commitment from all our people undoubtedly drives the high levels of business performance and success enjoyed today.

‘you work with friends not colleagues’ (Area Technical Sales Manager)

‘the Company really looks after you as a person’ (Technical Administrator)

‘there is a strong commitment to employees and sense of trust and fairness’ (Manager)

Would you like to be part of an extremely successful, team spirited business, with a motivated people driven culture? A business which focuses upon building your career, supporting and encouraging your development and fostering autonomy, ownership and accountability. We offer a highly competitive remuneration package and lifecycle of benefits, designed to protect you and your family. Our accolades validate our employer credentials, we are the first in our sector to be awarded the prestigious Investors in People Platinum award and are proud to be one of the highest IIP accredited organisations in the UK.

Bauder is an Equal Opportunities employer

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INVESTORS IN PEOPLE™
We invest in people Platinum

Job Specification

November 2023-V1

Objective:

We are seeking a highly motivated and skilled digital marketing executive who is passionate about leveraging digital channels to join our growing team, drive business growth, and enhance brand visibility.

Website management will be a key requisite, ensuring maximum visibility through analysing data, on-site optimisation, design, and functionality. You will be responsible for creating eye-catching and creative webpage content within brand guidelines.

Other areas in which you will excel are, managing and optimising online campaigns to increase brand awareness, drive traffic, and generate leads. You will play a pivotal role in developing and implementing our digital marketing strategies.

You will be experienced in B2B communications and be adept at email campaigns, social media, SEO, and SEM.

The ideal candidate is a creative thinker, data-driven, and has a proven track record of successfully executing digital marketing initiatives.

Outline of main responsibilities:

- Working with the Marketing Manager to execute the marketing strategy.
- Drive the delivery of a website rebuild with launch planned for Q1 2024.
- Facilitate content population and migration, defining content, meta descriptions and relevant back-end tags as appropriate, manually transferring content and assets as required.
- Review pages on the draft site for accuracy of copy, internal links and downloads.
- Support the image library collation and upload process including video content.
- Integrate SEO into content plans, create and optimise engaging content for the website and social media.
- Create new web pages to meet the needs of the business and the marketing plan, conducting analysis through tracking tools and reporting.
- Measure all digital marketing activities against KPIs and identifying potential improvements.
- Deliver social media campaigns including scheduling of content, engagement tracking, analysis and reporting.
- Monitor and analyse trends in digital and social media. Create reports for the senior management team.
- Deliver and ensure campaigns are within budget.
- Conduct market research and identify new opportunities.

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Vital professional expertise:

- A minimum of three years' experience in a digital marketing role.
- Website Content Management Systems.
- Website reporting and analytics tools (e.g. GA4).
- A/B testing and other forms of optimisation.
- Social media platforms and scheduling tools (e.g. Hootsuite).
- PPC & Email marketing.
- Prepare reports on marketing and ROI metrics.
- Working within B2B industry.

Key attributes:

- Highly organised and able to work under own initiative in a fast-paced environment.
- Confident and able to effectively communicate at all levels.
- Comfortable working independently and as part of a team.
- Strong communication and presentation skills.
- Excellent copywriting skills and attention to detail.

Desirable:

- Knowledge of Adobe Creative suite.
- Salesforce CRM

This job specification is non-exhaustive and subject to change as the Company deems necessary.

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Duncan Ayres, marketing manager

Let me share an insight into the role with you; but first, let me tell you a little bit about Bauder and what our clients expect from us.

When it comes to marketing communications, Bauder sets the bar and leads the way in the roofing sector of the construction industry. You'll be joining a fast-paced environment, and every day will be different from the last, so you'll need to be on your toes. Attention to detail and maintaining a high standard throughout will be paramount.

Working alongside myself, you'll be involved in gaining an insight into what our competitors are doing and identifying opportunities, to help maximise our exposure across the construction industry and building refurbishment sector.

Our website is crucial to our business and keeping it up-to-date and exposed will be one of your main responsibilities as well as maintaining a high level of communication with our clients through various digital channels.

Fitting into a team environment is key, you'll need to be a team player working alongside a direct marketing team of three and a wider department of eight.

One last thing, we work hard but also have fun too, creating a great work-life balance, so if the above excites you and you want to be part of a fast-paced, successful team that sets the benchmark for others to aspire to, then I would very much like to hear from you.

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