

Job Title: Head of Digital
Reports To: Chief Revenue Officer

Job Summary

At Bytron we believe that at the heart of every great company is a team of brilliant, driven professionals. We're a values-led Company and aim to ensure all our employees feel valued, supported and motivated to achieve their very best.

Our aim is to exceed expectation and create innovative digital products that make information more accessible and useful, enabling people to achieve more.

As a member of the Commercial Team, the Head of Digital will work collectively with the wider team and under the direction of the Chief Revenue Officer to ensure that our marketing campaigns are focused, effective, achieve business objectives and ultimately drive interest for our skybook software solution.

Location

Headquartered in the North Lincolnshire village of Kirmington, we also have offices in Hull, East Yorkshire and fully support a remote working schedule.

Accountabilities

The successful candidate will be highly experienced in all areas of digital marketing, with the ability to take the lead in developing and executing a digital marketing strategy **with excellence**.

- Lead, develop and implement all web, SEO, database marketing, email, social media, and display advertising campaigns
- Perform regular SEO audits across corporate websites (keyzo.co.uk and bytron.aero) and ensure that the development team perform SEO improvements within a reasonable timescale
- Collaborate with internal teams to create landing pages and optimize user experience
- Ensure the content on the websites is regularly refreshed, including alignment with new product releases
- Be accountable for the marketing schedule, campaigns and event organising
- Collaborate with internal stakeholders to build and maintain our social media presence
- Proactively contribute to marketing effectiveness by identifying both short and long-range issues that must be addressed
- Measure and report the performance of all digital marketing campaigns and assesses against goals (ROI and KPIs)
- Identify trends and insights and optimise spend and performance based on the insights

- Be highly creative in identifying target audiences and devising digital campaigns that engage, inform, and motivate clients and potential clients
- Proficient in marketing research and statistical analysis, with the ability to present findings and advise on how to overcome any barriers
- Be consistent with brand management, ensuring brand guidelines are maintained and the company image is and continues to be one of high quality

Experience, Skills and Knowledge

- A highly experienced and results driven Marketing graduate with demonstrable commercial experience in leading and developing a digital marketing strategy for a global software solution
- Demonstrable experience and proven success of effectively leading and managing all aspects of B2B digital marketing (including SEO, marketing database, email, social media, and display advertising campaigns)
- Experience in optimizing landing pages and user funnels
- Solid knowledge and experience of website and marketing analytics tools (e.g., Google Analytics, SEMRush, etc.)
- Working knowledge of ad serving tools
- Experience in setting up and optimizing PPC campaigns on all major search engines
- Experience of developing the right digital marketing strategies to achieve business objectives
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and deliver results
- Proficiency in presenting recommendations for marketing spend and projected return on investment (ROI)
- Strong commercial acumen, with significant experience in analytical and metric thinking and planning
- Possess a real understanding of consumer insight and customer needs, with thorough understanding of CRM and data
- In-depth knowledge of the full marketing mix, with experience developing digital initiatives for new product launches
- Expert knowledge in marketing technologies and know how to use this to improve and scale marketing outcomes
- Confident leading projects and meetings, with clear agendas, actions, and progress reports to maximise efficiency
- Self motivated, proactive and passionate about keeping our branding and products ahead of our competitors

Staff Benefits

- Excellent pay (salary negotiable, depending on experience)

- 25 days annual leave (rising with service length) plus public bank holidays
- Company pension scheme
- Flexible working
- Holiday purchase scheme
- Enhanced Occupational Sick Pay Scheme
- Enhanced maternity/paternity/adoption leave
- £50 Amazon birthday voucher
- Social activities opportunities

How to apply

Please forward a current CV and covering letter explaining why you're the best candidate for this position to our recruitment team: jobs@bytron.aero

Interview Information

Interviews will take place remotely via video link. Candidates invited for interview will be required to create and present a strategic marketing plan, with a focus on digital marketing for one of our products (20 minutes). This will be followed by questions from the interview panel to assess and determine skills, knowledge and experience required for this role.

*Applicants must have the right to live and work indefinitely within the United Kingdom

*This post is not open to recruitment agents