



Marketing Executive

Daly Systems Limited is an innovative telecoms and IT support company serving businesses in the UK with 5-500 staff. Established in 1996 we operate to stringent ethical standards and have the highest client retention rate in our industry. We are now seeking a permanent marketing executive who can support our digital transformation in communicating with clients, prospects and the business community. You will be based in the office, reporting to our Head of Sales.

Job Responsibilities:

- Develops digital marketing strategy by studying market trends, tracking changes in technology to help educate our clients
- Identifying customers and prospects and their current and future needs, and monitoring the competition
- Responsible for our website, social media channels, email content, display, automation to drive nurture/engagement
- Designs, builds, and maintains our social media presence
- Contributes to marketing effectiveness by identifying short-term and long-range issues that must be addressed
- Measures and reports performance of all digital marketing campaigns and assesses against goals (ROI and KPIs), A/B tests and conversion
- Identifies trends and insights, and optimises spend and performance based on the insights
- Utilises strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Develops case studies and white papers with technical input from the team

Qualifications/Skills:

- Proficient in digital marketing tools and digital marketing effectiveness
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate
- Managing marketing processes
- Autonomous, self-motivated yet customer-focused
- Adept at market research and statistical analysis
- Able to manage budgets
- Familiar with financial planning and strategy



Education and Experience:

- Bachelor's or master's degree in marketing or a related field (preferable but not essential)
- Proven work experience in digital marketing
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns
- Experience in optimising landing pages and user funnels
- Experience with A/B and multivariate experiments
- Solid knowledge of website and marketing analytics tools
- Working knowledge of ad serving tools
- Experience in setting up and optimizing PPC campaigns on all major search engines
- Working knowledge of HTML, CSS, and JavaScript development and constraints (preferable but not essential)
- Working autonomously but also as part of the integrated Sales team

If you want to join an ambitious business with a great local reputation, please send a covering letter and CV to mark.hubbard@dalys.co.uk