



S&W Wholesale
Cambane Business Park
Newry, BT35 6QH
T 028 3026 3521
E info@sandwni.com

Digital Marketing Executive

Due to continued growth S&W Wholesale Ltd, Northern Ireland's leading independent FMCG organisation wish to expand their Marketing Team, with the appointment of a newly created role of Digital Marketing Executive.

As a people focused business you can be assured that a career with S&W will be both progressive and rewarding.

Role: Digital Marketing Executive
Contract: Full Time – Permanent
Reporting to: Marketing Director
Responsible for: Digital marketing function
Salary: Attractive

Role

Responsible for planning, creating & executing online content to promote our symbol brands & wholesale market, to grow reach, engagement & Sales. Producing informative and engaging activity and promoting the business through several digital channels. (B2B and B2C)

Responsibilities

- Implement and contribute to the digital strategy showcasing the brand message and guidelines across all touch points and media platforms (including Email Campaigns).
- Manage digital channels to drive engagement and increase awareness of S&W symbol brands & wholesale services.
- Content marketing – Provide create informative and engaging copy for social and digital channels e.g. animations, videos, e-communications and e-brochures.
- Social Media Marketing – Create & manage social media to maintain regular activity across all channels to grow engagement and audiences.
 - Create Geo Advertising
- Content creation, maintenance and increase traffic through improved SEO.
- Publish articles and information across digital channels including Social Media & company Website, ensuring content is updated regularly.
- Keeping updated with new digital marketing & social media trends.
- Establishment of clear selling messages to highlight product benefits to our target market.
- Measure performance of activity using Google Analytics and other social media analytic tools.
- Produce monthly reports showing online performance & engagement.
- E-Marketing – create e-mail-based marketing campaigns to align with S&W's Wholesale & Retail Symbol brands.



Responsibilities Cont.

- Be an integral part of the marketing team investigating, recommending and exploiting new opportunities in the marketplace.
- Monitor and report all competitor activity in all relevant markets.
- Remain totally commercially aware of all issues that might impact on the business.
- Liaise with agencies on various web and design projects.
- Budget Tracking on monthly basis.
- Other relevant marketing duties as and when required

Digital Marketing Executive

Key Competencies	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • A degree in marketing, or related field is required OR 5 years' experience in a marketing department 	Advanced Adobe Suite Training/skills. Advanced Google Analytics
Experience & Knowledge	<ul style="list-style-type: none"> • Proven experience of digital marketing campaigns • Knowledge and application of a wide range of digital marketing techniques and concepts • Strong I.T. capability with the Adobe suite or other relating marketing software • Strong knowledge of CMS & SEO 	<ul style="list-style-type: none"> • Experience within retail/distribution desirable but not essential. • Experience with NI & ROI markets desirable but not essential.
Abilities & Skills	<ul style="list-style-type: none"> • Ability to develop, create & execute online content to match strategy and plans for all brands and symbols within S&W Group. • Enthusiastic and creative • Strong organisational & creative skills • Ability to communicate at all levels and develop relationships with key stakeholders 	



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Job benefits and perks:

S&W Wholesale wish to encourage a high-performing culture.

We value and respect all our employees and to thank them for all their hard work, dedication and passion we offer a generous benefits package, to highlight only a few:

- Annual Leave & Family Friendly Policies
- Enhanced Pension scheme
- Employers for Childcare Voucher Scheme
- Health Cash Plan
- Employee Assistance Programmes
- Generous staff discount
- Excellent training programmes
- Opportunity to progress to other roles

If you fit all the above criteria and have strong experience in a similar position and are looking for a new challenge, we would love to hear from you.

CVs and cover letters should be sent to recruitment@sandwni.com before the closing date of the Wednesday 27th January 2021 @ 1pm.