

Digital Marketing Executive – Full Time Remote Role

Join the Visionary Team at Dovetail Creative

In today's digitally-driven world, the significance of professional networks is unparalleled. At Dovetail Creative, we're dedicated to cultivating these networks, empowering professionals who are united by a shared vision to create, innovate, and scale their influence.

Why Dovetail Creative?

Dovetail Creative isn't just a workplace; it's a thriving community where innovators and thinkers flourish. We value your ideas, prioritise your professional growth, and respect your need for a balanced life.

Our dynamic environment sparks creativity, fosters collaboration, and offers opportunities to work on projects with real impact. We're committed to investing in our team, providing professional development opportunities, competitive benefits, and a supportive atmosphere.

Here, your contributions are crucial, and your potential is limitless.

In today's interconnected world, the power of professional networks has never been more potent. At Dovetail Creative, our mission is clear: to create, empower, and scale influential networks of professionals who share a common vision.

At Dovetail Creative, we're not just building a team, we're nurturing a community of innovators and thinkers. Here, you'll find more than just a job – it's a place where your ideas are valued, your growth is prioritised, and your work-life balance is respected. Our dynamic environment encourages creativity and collaboration, with opportunities to work on exciting projects that make a real impact. We invest in our people, offering professional development, competitive benefits, and a supportive atmosphere.

Join Dovetail Creative and be part of a vibrant, forward-thinking company where your contributions matter and your potential can soar. Explore our job offerings and discover where your talent can take you with us.

Your Role in Our Expansion

As we broaden our horizons, we're on the lookout for a passionate Digital Marketing Executive. If you're driven by our mission and eager to promote our goals in the digital landscape, we'd love to hear from you.

We seek a proactive and innovative Digital Marketing Executive to bolster online presence on behalf of our esteemed clients. The successful candidate will be pivotal in managing and updating digital content, orchestrating webinars, and overseeing virtual events, ensuring they resonate with our clients' brands and messages.

Key Responsibilities:

Social Media Management

- Design and craft engaging social content tailored for our clients' target audiences across various platforms.
- Schedule, post, and regularly update content on our clients' social media channels, ensuring brand consistency.
- Monitor, engage with, and respond to social interactions, maintaining each client's unique brand voice.

Website Management

- Regularly maintain, update, and enhance our clients' websites utilizing Wix, Hubspot and WordPress.
- Collaborate with cross-functional teams and clients to craft new web pages or revamp existing content, always optimizing for SEO.

Email Marketing

- Design and roll out eye-catching email campaigns that reflect our clients' objectives and engage their respective audiences.
- Monitor campaign metrics, providing insights and recommendations to clients for future strategies.
- Manage and segment our clients' email subscriber lists for precise and effective communication.

Webinars & Virtual Events

- Plan, coordinate, and execute webinars and virtual events tailored to our clients' needs, from promotion to post-event follow-ups.
- Work closely with technical teams and clients to ensure smooth event delivery.
- Collate and dissect feedback to refine the attendee experience for subsequent events.

Qualifications and Skills

- Qualification in Marketing, Business, or a related discipline.
- Demonstrable experience in digital marketing, with a portfolio highlighting client-centric projects.
- Skilled in Wix, WordPress, Hubspot and webinar hosting platforms.
- Adept at graphic design tools, with an eye for aesthetics and awareness of brand guidelines.
- A creative mindset that is not satisfied with 'box-ticking' but keen to make a positive and progressive impact with everything they deliver.
- Stellar communication skills, capable of liaising with and presenting to clients.
- Analytical mindset, capable of interpreting data to drive decisions.
- Exceptional organisational skills with acute attention to detail.
- Comfortable working to deadlines and under pressure.
- An acceptance that in a role such as this, some out of hours working will be required.
- Experience working in a membership, association or community group is desirable.

Our team at Dovetail Creative is more than just a collective; it's a carefully curated network of experts dedicated to elevating member and community engagement, events, and marketing strategy. We recognize the weight of our responsibility and the promise it holds for so many. That's why we're deeply committed to nurturing the talents of our team, ensuring they have the resources and opportunities to shine.

In Dovetail Creative, you'll find a workspace where every project is an adventure, every strategy is a potential game-changer, and every team member is a valued contributor.

Does this sound like you? If so, please forward a covering letter explaining why you would be a fit for this role together with an up-to-date CV to info@dovetailcreative.co.uk.