



Role: Digital Marketing Executive  
Location: Belfast, United Kingdom  
Salary: Competitive + benefits  
Reporting to: Marketing Manager, CCO & CEO

AuditComply is a Belfast based technology company. A unique Enterprise Risk & Audit Management platform transforming the way enterprises assess, manage, analyse & report on critical risk. AuditComply operates in highly regulated industries such as Automotive, Aviation, Food & Beverage, Oil & Gas, Finance, and Manufacturing with key fortune 500 clients situated throughout the UK, EU, US, Middle East and Asia Pacific regions.

This new position is an exciting opportunity for a talented, passionate, and creative Digital Marketing Executive to support AuditComply's ongoing international growth in key industry verticals.

The ideal candidate will assist in the development, optimisation and management of AuditComply's online marketing strategy. This candidate will launch campaigns and create content to increase brand awareness. Utilising the latest marketing demand generation and automation tools you will also play a key role in developing and executing B2B demand programmes to acquire new customers, retain and grow existing client business from an enterprise level audience.

You will have demonstrable and good understanding of inbound, outbound and nurture marketing tactics and digital marketing channels particularly SEO, SEM, PPC, social media and email. The strategies, plans and tactical campaigns you will create will also ensure the delivery of high-value content at the optimal point in the discovery and sales journey, capturing and nurturing leads through the marketing funnel.

As a confident and strategic thinker, you will be comfortable in a target-driven environment, motivated to exceed expectations and can collaborate with cross functional teams and senior management to achieve strategic goals.

This is a great opportunity for you to be recognised and rewarded for your performance and progress in a strong business with a great culture and working environment.

## **What will you be doing?**

- Working closely with the Marketing Manager you'll be responsible for the day-to-day running and performance of multi-channel media campaigns
- Employ a full marcomms approach to delivery including social media and digital marketing, content marketing, video and print collateral creation and promotion, news/PR, own events and webinars, external exhibitions and conferences
- Contribute to the building, executing and optimising of short and long-term multi-channel campaigns with the goal of generating demand and meeting or exceeding pipeline and revenue targets and creating a sustainable stream of qualified leads
- Collaborate with the Sales, Marketing & Design team on customised campaign content creation for buyer personas across the whole customer lifecycle
- Oversee retargeting initiatives, new channel testing and lead nurturing
- Develop A/B testing strategies and execution across all channels
- Identify opportunities to improve marketing effectiveness through the latest technologies, techniques, and processes
- Manage PPC campaigns and other forms of digital advertising
- Ensure all digital assets are optimised for Search Engine Optimisation
- Grow key social channels by providing our target market with regular, helpful content that's aligned with their needs and interests
- Oversee the creative process (i.e: Campaign, website, landing page or blog design)
- Support and liaise with internal and external stakeholders, including external PR and design agencies as needed
- Design, maintain, and supply content for the website
- Track and analyse campaign performance and marketing success, using standard analytics tools and against agreed-upon metrics. Delivering performance reports to leadership and other teams you collaborate with

## **Your specialist skill set and experience**

- A proven track record of delivering MQL leads through inbound, outbound, and nurture efforts in a commercially focused marketing role ideally within the B2B SaaS space
- Good knowledge of social media marketing (paid and organic)

- Good understanding and experience in developing B2B demand generation strategies and tactics across the full range of digital channels including email, social media, PPC ads, SEO/SEM
- Experienced with CRM database management and marketing automation, running outbound batch campaigns and lead nurturing through HubSpot and MailChimp.
- Ideally have experience working across international markets
- Results-driven with tenacity and drive to seek new business and exceed targets
- Strong analytical skills and technically savvy
- Excellent written and verbal communication skills

### **Qualifications**

- Bachelor's degree in Marketing, Business or relevant subjects OR equivalent experience in B2B demand generation marketing
- We're on a mission to hire the very best and are committed to creating exceptional employee experiences. We realise that new ideas can come from everywhere in the organisation, and we know the next big idea could be yours.

### **Cultural fit**

**Make it happen** - We own things and get them done whatever it takes.

**We have fun** - We like to have fun while we're working and we love positivity.

**We're in it together** - We all have our day jobs but we're always available to help for the greater good of the business. The successful candidate should have a collaborative and mentoring approach to leading, developing and up-skilling the team.

**Know your stuff & keep learning** - We value people who have a passion for learning & self-improvement.

AuditComply is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.