

Salesfire

We are looking for a Social Media Executive to join our team

Salary: Competitive

Location: Middlesbrough

Type: Permanent



Why we exist

We're recruiting for a proactive and hands on Social Media Executive to join our Marketing team here at Salesfire. By immersing yourself in your portfolio of clients, you'll fully understand how their business goals can be supported by Salesfire and show strong initiative in the coordination of onboarding, integration and support. Applicants must be able to display a strong knowledge of eCommerce - digital marketing experience would be a definite bonus

We're determined to help eCommerce businesses compete in a competitive industry dominated by huge blue chip companies. Our service provides online retailers the products and solutions they need to create a personalised user journey and enhance their online shopping experience.

Since first launching in 2017, Salesfire has grown to provide a personalised on-site experience to over four million customers a day. Over 500 online businesses in the UK trust our award-winning products to help them convert more visitors into customers.



The skills you'll need

We are looking to recruit a Social Media Executive to help create and deliver strategic paid and organic social campaigns to grow the Salesfire brand. As a member of the marketing team, the successful applicant will be tasked with the creation and delivery of paid social campaigns, monitoring and maintaining organic content as well as supporting the team's day-to-day process. Applicants must also be able to display a strong knowledge of digital marketing with experience of B2B advertising preferred.

The part you'll play

- Executing and optimising paid social campaigns, monitoring budgets and overseeing search platform accounts for the Salesfire brand.
- Ensuring paid social campaigns are managed effectively to achieve expected performance targets.
- Track, report and measure campaign performance using web analytics tools to produce monthly KPI reports.
- Help support the overall advertising strategy with a strong focus on data driven optimisation, lead generation, effective tracking and analytical reporting.
- Responsible for the day-to-day management of our social media platforms, creating and scheduling engaging organic content that is timely and on-brand.
- Excellent communication skills and comfortable working independently from a brief as well as delivering work to a deadline.

The skills you'll need

- At least 2 years experience in creating & implementing paid social campaigns to a high standard in line with KPIs.
- Experience in paid social advertising platforms including LinkedIn, Facebook, Instagram and YouTube.
- An understanding of all social media channels and the ability to improve performance and report back on statistics.
- A working knowledge of tracking pixels and UTM parameters with experience in Google Analytics.
- Knowledge of B2B advertising is preferred but not essential.
- Degree level education in a relevant subject is preferred but not essential.

The perks we offer

Our team is at the centre of our success and we ensure we offer the benefits and opportunities they deserve. At the heart of our collaborative culture is our newly refurbished Middlesbrough HQ and we've made sure it's a great place to work.

We provide the technology and equipment you need to carry out your role to the best of your ability, shared meeting and break-away spaces for when you need time away from your desk and a fully stocked kitchen of tea and coffee. In addition, we offer flexible working for a better work-life balance and regular social events.

We all need a break from work, so everyone gets 24 days paid holidays in addition to the public bank holidays.

How to apply

If you feel you would be a great fit to our team, please send your CV and cover letter to the email address below.

Click the link to start your application.

careers@salesfire.co.uk