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| **V12 Retail Finance** Digital Marketing Executive | |
| **Business**: V12 Retail Finance  **Job Title**: Digital Marketing Executive  **Level:** 4  **Reporting** **To**: Marketing Manager D2C  **Location**: Cardiff | |
| |  | | --- | | V12 Retail Finance has been giving its customers ways to pay for the things they love for over 20 years, through over 1200 retail partners. It employs over 180 staff and is based in offices at Neptune Court in Cardiff. Part of the Secure Trust Bank Group, a longstanding established UK bank, whose core business is to provide banking services including a range of savings products and other lending solutions.  As a fast-growing company, we are always looking for the best people to help us grow our business. When we say our customers are at the heart of everything we do, we really mean it and we can’t achieve our goals without the right talent in our teams. For us, it’s all about delivering great service, along side systems our customers and retailers can trust. It’s about constantly improving and finding new ways to support our customers and the retail partners we work with. We are looking for candidates who are enthusiastic, proactive and enjoy working in a fast-paced environment. | | |
| Job Description | **Job Purpose**  We are on the look-out for a Digital Marketing Executive to join our marketing team here in Cardiff. The ideal candidate will be creative, outgoing, organised and flexible to changing priorities. They will support the D2C Marketing Manager and broader communications team, bringing to life our proposition and our purpose.    The role will actively contribute towards significant projects here at V12, interacting regularly with colleagues across our business and the wider Secure Trust Bank group, supporting our ambitious growth plans and wider business objectives.  **Key Responsibilities**   * Be a pivitol part in the design and execution of our digital marketing campaigns across various platforms, including social media and display advertising. * Help to create engaging and compelling content for our websites, social media, and email marketing, ensuring consistency in brand messaging. * Manage social media accounts, and monitor trends to engage with the target audience proactively. * Help to research and implement SEO strategies to drive organic traffic and improve search engine rankings. * Collaborate with internal teams to develop and execute digital marketing initiatives that align with business goals. * Stay up-to-date with industry trends and best practices, suggesting innovative ideas to enhance digital marketing efforts.   Any other reasonable business requirements. |
| **Specification** | ***Knowledge/Experience***   * Proven experience in digital marketing, preferably in a regulated industry. * Strong understanding of digital marketing channels, including social media and email marketing. * Proficient in using Google Analytics, AdWords, and social media management tools. * Excellent written and verbal communication skills, with the ability to create impactful content. * Analytical mindset with the ability to track and measure campaign performance. * Creative thinker with a keen eye for detail and the ability to think outside the box. * Ability to work independently as well as collaborate effectively within a team.   ***Qualifications***   * Diploma or degree in Marketing or a related field is preferred.   ***Competencies***   * Digital Marketing * Performance driven * Commercially mindset * Analytical * Planning and Reviewing * Creative * Confident communicator |