

POSITION

DATE

May 2022

COMPANY

Power NI

# Digital Marketing Executive

## 2 year FTC

LOCATION

Newforge Lane, Belfast

The entrance to Newforge Lane lies off the Malone Road and is well-served by bus Metro Service 8. Given the Covid-19 pandemic, you may be required to work from home initially.

At Energia Group, energy moves us to deliver careers that power a greener and fairer future. Across our two brands that serve the entire island of Ireland – Energia and Power NI – we supply hundreds of thousands of homes and businesses with positive energy solutions and innovative technologies leading Ireland's decarbonisation efforts. We're looking for people with positive energy who want to transform their ambition into impact in our environment and communities.

We have an exciting opportunity for a skilled Digital Marketing Executive to join our teams.

### Your new opportunity

Power NI is part of the Energia Group. Reporting to the Digital Product Owner, this role will be responsible for assisting the Digital Product Owner and marketing colleagues within Power NI Customer Solutions Team. The key responsibilities are listed but not limited to the below.

### Your key responsibilities and accountabilities

Day-to-day, here's what your new role would look like:

- Support the Digital Product Owner in the development, optimisation and content creation of Power NI's digital products which is currently a portfolio of several websites and apps.
- Contribute to the ongoing publishing and optimisation of web content to achieve market leading search ranking.
- Optimise online journeys to continuously improve customer experience and conversation rates. Working with development teams to define requirements and manage delivery of changes.
- Communicate regularly with the wider marketing team keeping them informed of progress and improvements.
- Conduct on-going industry research to keep ahead of emerging trends and opportunities in the digital marketing space, competitive landscape, and wider service industries.
- Be knowledgeable and confident in communication ideas, statistics, and ROI for all digital activities.
- Contribute to the Digital Strategy across the Power NI brand.
- Be analytically minded to strategise, track and report on key metrics.
- Think digital first, but understand how channels, systems and processes work together.
- Support the wider marketing team with the implementation of digital campaigns.

## Our essential criteria

These are the qualifications, experience, skills, or knowledge you must have:

- Minimum of a third level qualification in Marketing (or a similar field) and at least 2 years of experience working in a similar Digital role.
- Experience in website management, using CMS platforms to manage content, and the optimisation of websites to improve customer experience and conversion rates.
- Experience of working with web development teams to deliver new website functionality, and bug fixes.
- Experience of digital analytics to track and report on key metrics from Google Analytics etc.

## Our desirable criteria

These help decide between talent who meet all the essential criteria:

- Experience in project management.
- Experience in customer journey or experience mapping.
- Experience in managing relationships with third part agencies.
- Experience in SEO.

## Your competencies

These are the areas where we want to see your initiative and confidence shine:

### Communication

You strive for complete clarity in your communication style, helping everyone achieve their goals effectively by prioritising transparency across audiences and communicating accessibly even when the subject is complex.

### Strategic approach

You enthusiastically anticipate what's next and uncover changing trends in your area of specialism, always going the extra mile to identify potential risks and explore and test new opportunities.

### Drive for results

You have a strong sense of purpose both in your immediate tasks and in achieving Energia Group's environmental goals. You develop, prioritise, and deliver on agreed actions, and display creativity in your problem solving.

### Judgement and decision making

You make timely decisions based on analysis, knowledge, and experience, providing specialist advice to others and fostering a culture of trust.

## What we offer



23-25 DAYS  
HOLIDAY PER YEAR  
Plus 11 statutory



ANNUAL SALARY  
REVIEW



A Bonus of up to  
10% of your salary



AND MORE...

- Employee assistance programme (Counselling Service)
- Wellbeing calendar
- Membership of sports and social clubs
- Subsidised gym membership
- Car parking
- Tea and coffee available



CAREER PROGRESSION  
Great opportunities and  
year-round learning



HEALTH CASH PLAN



OPPORTUNITY TO  
BUY EXTRA HOLIDAYS

The job requires a considerable degree of commitment, flexibility, and adaptability on the part of the job holder to meet quality standards and work deadline. The individual must have a forward thinking approach and be able to work independently.



## If energy moves you...

Apply Now!

A reserve list will be held for six months in which you will be placed if you are suitable for the role. Energia Group is an equal opportunities employer.