

DIGITAL MARKETING EXECUTIVE

Job Summary

We're looking for an all-round marketing person to support B2B campaigns and activities for our global sales teams. Ideally you will be experienced in managing a website and are all-round digitally savvy, confident in a new CMS, and also be able to create appropriate digital assets to populate it. You'll be creating and scheduling a social media calendar and contributing ideas to appeal to our audience. Additionally, you'll be providing analytics of activities to improve targeting. You won't need to already have a knowledge of electronics, we can teach you what you need to know.

IQD is a small, friendly company with big ambitions and we are in an exciting period of business development. This role has potential to grow and develop with the right person. Find out more...

Monday to Friday, Hours: FT hours 35h/pw, PT hours considered Min 20hours/week

Hybrid: Max 2 days per week homeworking. Based in Crewkerne, Somerset.

Salary: Competitive according to skills and experience.

Main Tasks

- Company website / CMS – to administer and support the development and maintenance of the IQD website
- Digital content - Create and optimise relevant, engaging content, scheduling and posting. Basic social media admin.
- Digital metrics and reporting, GA4, Social Media
- Research and collate competitor information, monthly report
- Other marketing office tasks (management of image library, documentations, merchandise, print management, translations)
- Supporting the Marketing & Sales team members in their roles and assisting in any tasks, as required.
- Contributing to the ongoing strategic business goals of IQD

Skills and Experience

Essential:

- Relevant experience, maybe a Marketing Qualification/Digital Marketing Qualification
- Excellent IT skills; Microsoft Office, MS Teams, Outlook etc.
- Experience of digital creative tools such as Canva, Mailchimp (or similar)
- Social media savvy
- Curiosity and willingness to learn and develop
- Good skills in written English

Desirable:

- SEO knowledge and experience
- Google Analytics GA4 experience, if you don't already have this experience the role requires you to learn it
- Adobe Creative Cloud experience (InDesign, Photoshop)
- SharePoint experience

About IQD

Since 1973 IQD Frequency Products has been a leader in the frequency control market and, since 2017, part of the Würth Elektronik eiSos group, one of the leading European manufacturers of passive components. With active customers in over 80 countries, IQD offers one of the most comprehensive frequency product ranges available, from low cost commercial grade product to that used in high reliability industrial and automotive applications including:

- Quartz Crystals
- Clock Oscillators
- Automotive Crystals & Oscillators to AEC-Q200 (Rev D)/IATF164949:2016
- Fast Make Oscillators
- VCXOs
- TCXOs & VCTCXOs
- OCXOs
- GPS Disciplined OCXOs
- Rubidium Oscillators

Find out more: <https://www.iqdfrequencyproducts.com/about/>

LinkedIn: <https://www.linkedin.com/company/iqd-frequency-products-ltd/>

How to Apply

To apply, please email your CV and a covering letter to: IQDHR@iqdfrequencyproducts.com