
Kefron – Digital Marketing Executive

Position Reports to: Marketing Executive

About Kefron

Kefron is a family owned document and information management company.

Kefron is a people business and we are experts in what we do. People like doing business with people who work closely with them to understand their needs. That's why we recognise that our core strength is our people and because of this, our people pride themselves in getting things right.

Our Vision: Our brands in every building

Our Mission: To get closer to our customers. See the need, deliver the solution

Our Values:

- Passion & Pride
- Security & Trust
- Initiative & Ownership

Job Purpose:

This is an exciting role for an established and skilled Digital Marketing Executive to contribute to Kefron's current and future digital strategy. As a member of the Marketing Team, you will be responsible for the planning, developing, implementation and management of SEO, SEM and PPC campaigns with emphasis on generating quality traffic and ultimately new business leads across UK and Ireland.

Key Responsibilities (Key Responsibilities include, but may not be limited to)

- Responsible for the effective delivery of all aspects of online marketing including AdWords, Display, Retargeting
- Social Media Campaigns for all Kefron's offering in the UK and Ireland.
- Manage above within budget to ensure a positive return on investment.
- Ability to report and analyse all relevant online/digital activity, performance and data and make recommendations for improvement.



- Proficiency in web optimization; create, edit and publish SEO friendly web content to drive traffic and improve conversions.
- Create content for e-mail marketing campaigns
- Create, design and write innovative content for online marketing and other collateral, ie brochures, infographics, videos, etc.
- Help managing our social media channels LinkedIn, Twitter, Facebook, Google+, Instagram, and YouTube.
- Produce creative content for social media platforms.
- Conduct relevant Market Research projects, i.e. competitor analysis, benchmark performance, customers survey, etc.
- To be a brand champion for the Kefron, ensuring our brand standards are met at every opportunity.

Personal Specification

Principal Qualifications Required:

- Relevant third level Marketing or Digital Marketing degree is essential

Work Experience Necessary:

- Have relevant past experience - 2+ years' digital marketing experience
- Have experience in content generation, i.e. blogging, whitepapers, social media
- Web analytics experience
- Knowledge of WordPress preferred
- Design packages, i.e. Photoshop, InDesign etc preferred

Personal characteristics:

- Really smart online digital marketer with combination of analytical and creative skills.
- Passion for Digital Marketing and can discuss relevant experience in this area.
- An excellent understanding of inbound and outbound marketing.
- Excellent written, verbal and presentation skills.
- A professional and very dynamic person that can adapt to the ever-changing environment of Kefron.
- Must be high energy and self-motivated and deliver on agreed commitments in a professional and timely manner.
- Excellent communications and relationship management skills
- Must be a team player, yet highly self-driven and ambitious
- Strong organisational skills in order to deliver on customers' expectations.
- To have the ability to set realistic individual objectives to drive departmental goals.
- High level of proficiency with computer systems such as Microsoft Word, Excel, Outlook and PowerPoint.



Kefron is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of race, colour, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity. If you have a disability or special need that requires accommodation, please let us know.