



We have a simple mission...

We want to get more fruit and veg into more people, more easily, and without making a fuss of it. No nonsense.

It's good sense, bottled.



Digital Marketing Executive

We are seeking a creative and organised individual with a passion for all things marketing and tech to join our team as a Digital Marketing Executive. In the role you'll assist in the planning, execution and optimisation of our online marketing efforts to ensure that B.fresh stands out from the crowd.

The ideal candidate will be well-versed in the concepts surrounding digital marketing and how the Internet can become a strong asset to securing growing revenue. You will be tech-savvy and intuitive with great ideas to reinforce our marketing campaign.

You will research and produce engaging written and visual content for the brand. You will be responsible for keeping brand ecommerce site up-to-date, as well as managing all social media channels.

Responsibilities

Assist in the formulation of strategies to build a lasting digital connection with consumers

Plan and monitor the ongoing company presence on social media and brand website

Launch optimized online adverts through Google Adwords, Facebook etc. to increase company and brand awareness

Measure performance of digital marketing efforts using a variety of Web analytics tools and conduct weekly and monthly sales and engagement level reports

Perform regular market / competitor analysis and report back

Create artwork and edit photos/ videos as and when required

Be actively involved in SEO efforts

cont.

Prepare online newsletters and promotional emails and organize their distribution through various channels

Provide creative ideas for content marketing and update website and collaborate with designers to improve user experience

Acquire insight in online marketing trends and keep strategies up-to-date

Requirements

Proven experience as Digital Marketing Executive or similar role

Excellent understanding of digital marketing concepts and best practices with a passion for marketing and a desire to constantly learn and update knowledge of latest trends

Experience with B2C social media, Google Adwords, email campaigns with knowledge of SEO desirable

Skills and experience in creative content writing and visual creativity with an eye for detail

First class communication and organisational skills, professional demeanour, excellent telephone manner and first-rate written English

A team player who's not afraid to get stuck in with a variety of tasks

Strong time management and multi-tasking skills

Full clean driving licence and own mode of transport

Job Type: Full-time

Salary: Competitive

Location: Newport, Shropshire

To apply: Show us how YOU would stand out from the crowd if you were to promote yourself in a digital post! Take the opportunity to share your talent and creative flair.

If you think you can help us grow, and you have a genuine interest in health and wellness, email hello@b-fresh.co.uk with your post, cover letter and CV.