

Japanese Knotweed Ltd specialise in the control and eradication of Japanese knotweed, throughout the UK. We mitigate and solve the problems knotweed causes for property developers, construction companies, corporate clients, local authorities, housing associations and private home owners. We pride ourselves on offering the best service in the industry.

Our people are brilliant – they are self-motivated and dedicated. They are reliable and conscientious, and all share the same vision. Collectively they make us a market leader, energized by delivering an outstanding service to our customers with transparency and accountability.

We need the best people to work for us – is this you? We like you to take ownership of your role and to enjoy doing what you do best in a friendly and caring workplace - Is this what you are looking for?

The Role – Digital Marketing Executive

We are looking for an excellent and enthusiastic **Digital Marketing Executive** to join our team at the Romsey office.

The Responsibilities and Tasks:

- Responsible for marketing the company using digital media to generate leads and enquiries for the company's services and products.
- PPC, SEO, creation of digital engaging media content and the maintenance and development of the website.
- To manage and enhance the impact from all digital marketing outputs.
- Create and manage web content and landing pages to improve UX.
- Identify trends and new channels, suggest performance improvements based on this insight.
- Experience using Google Analytics and Google Tag Manager.
- Collaborate with the marketing team in planning new marketing initiatives to attract commercial customers.

The Skills and Experience Required:

If you consider yourself to be a hands-on marketing executive with the confidence and vision to innovate, you may well be the person we are looking for.

Do you have experience in planning, design and structuring a social media presence? Are you focused and use metrics and data analysis to effect change? Are you motivated to enhance and protect an established brand? – if so, this could be the right job for you.

Do you have working knowledge of HTML, CSS, Joomla, Photoshop and InDesign?

The Work Times

A degree of flexibility could suit this role, with the possibility of working from home on occasion.

Standard Office Hours:

Monday to Friday - 8.30 to 17.00 half hour lunch.

The Salary and Benefits

Salary range £22,656 to £26,772.

11 days holiday - **Summer period** – May to October

12 days **holiday - Winter period** – November to April (4 for the Christmas Shutdown).

8 days holiday - **Bank holidays**.

Holiday buy back scheme - up to 17 days during the winter holiday period.

Birthday, Christmas and special occasion gifts

Company events and breakfasts

If you are interested in applying for this role and in joining our company, please email us at hr@knotweed.co.uk with your CV and tell us about yourself.