



Job Description:

Job vacancy:	Digital Marketing Executive
Reporting to:	Chief Executive Officer
Location:	Bristol & Bath Science Park
Annual Salary:	Subject to applicant experience
Package:	27 days annual leave 4 x salary life assurance Group Personal Pension Scheme Group Private Medical Insurance Health Care Cash Plan



Overview:

The Centre for Modelling and Simulation (CFMS) is a growing, independent digital engineering consultancy providing technical expertise to help organisations create cutting edge solutions by pioneering new approaches to product development and enabling innovation services.

Working with commercial and research organisations of all sizes, CFMS has a full portfolio of digital innovation capabilities, including design and analysis services, consultancy, and IT infrastructure, CFMS uses digital innovation across the cyber-physical landscape (including a new robotics capability) to help develop more effective engineering solutions across industrial sectors critical to the UK economy.

As a commercially focused organisation we reinvest profits from commercial activity into the continued development of our people, facilities, and research capability.

About the role:

The **Digital Marketing Executive** role is perfect for those candidates looking to develop their career as an SEO specialist.

Are you curious and always looking at ways in which a website can be improved and optimised?

This is a varied role which comprises predominantly of technical SEO tasks such as conducting keyword research and analysis, to content audits, gap analysis, reporting. You will be in control of social media channels and your responsibilities will include executing brand awareness campaigns, supporting the management and implementation of managing website content via CMS systems (WordPress), coordinating all new SEO content, and producing exciting social media content.

This is a hands-on position, and so we are keen to speak to those with a strong technical background, who can work independently as well as be part of the team.



Key Responsibilities:

- Maintain and update the company website using CMS to ensure that all content is up to date and accurate
- Track and measure the performance of the website
- Developing the social media content to align with business objectives in collaboration with the rest of the marketing strategy to maximise audience reach and engagement
- Track and measure the performance of our digital campaigns
- Testing paid advertising creatives, CTAs and landing pages to provide continuous improvement of results
- Producing regular reports into campaign activity and performance
- Research competitors and market trends, and distribute this information within operations team
- Recommend web site development changes to improve the UX and overall effectiveness of the website
- Developing the relationship with an external agency to optimise PPC campaign spend

Experience, Skills & Qualifications:

Essential:

- Proven experience as Digital Marketing Executive or similar role
- Degree educated in Marketing, PR or a related discipline or meets the minimum requirements relating to the required marketing experience
- Excellent copywriting skills and attention to detail
- Excellent communication and organisational skills
- Knowledge and use of CMS (WordPress)
- Experience of using social media platforms (LinkedIn and X)
- Experience in using online visibility management platforms
- Experience in using GSuite, G Console, Analytics and PPC
- Enthusiasm and ability to work as part of a team
- Analytics/of an analytical mind

Desirable:

- 3+ years of experience in Marketing
- Adobe Creative Suite
- Experience in the technology sector or possess an interest in technology and its application to drive innovation for high value design and manufacturing



How to Apply:

Email your CV and covering letter to careers@cfms.org.uk. If you would like further information on the role please contact us on the email above or call **0117 906 1100**.

Applicants must be eligible to work in the UK.

Direct applications only - no agencies.

Don't meet every single requirement? CFMS is committed to building a team with a variety of backgrounds, skills and views. The more inclusive we are, the better our work will be. We know that having varied perspectives helps generate better ideas to solve the complex problems of a changing and increasingly diverse world. We encourage candidates to apply if they are excited about this role and meet some of the criteria.