

WE ARE HIRING

DIGITAL MARKETING EXECUTIVE



Our ambition is to create spaces where people thrive; modern, sustainable buildings that set the standard for how we work today.

An opportunity has arisen within our team for a Digital Marketing Executive. The successful candidate will work as a key member of the IPUT CEO Office and Marketing team, reporting directly to the Marketing and Communications Manager.

Key Responsibilities

- Assist with the planning, creation and execution, to drive brand awareness and meaningful engagement across all projects
- Develop and grow an online brand presence through effective content posts across social media
- Plan, create and manage content across all websites, social channels and App
- Review and analyse content performance across all channels – assess opportunities for improvement, success, change
- Create high-quality content for website and social media posts, consistently aligned to the overall premium IPUT brand

- Management of IPUT's social media platforms and social presence
- Work closely with members of the CEO office team on branding, content initiatives, activities including researching trends and analytics
- Management of the new 'IPUT App' to include updating with relevant content, identifying initiatives to promote increased uptake and liaising with App developers etc.
- Provide ad-hoc support to other members of the IPUT team as required

Personal Profile

- 3 years' minimum experience in a digital marketing or other relevant role

- Relevant academic qualification in Marketing, Communications, or related field
- Camerawork skills and previous experience with the various software available for editing photos and reels
- Strong copywriting skills
- Excellent communication skills, both written and oral
- Exceptional attention to detail
- Excellent organisational skills with an ability to manage changing priorities
- Pro-active and experience working on own initiative in a busy office environment
- Flexible, positive approach to work