



Digital Marketing Co-ordinator

Full time, permanent position

Based at OEG Offshore UK Ltd, Midmill Facility, Kintore, Aberdeenshire

Job Description

As a Digital Marketing Coordinator, you will be responsible for creating, planning, implementing and monitoring the OEG group digital marketing strategy in order to increase brand awareness, improve marketing efforts and increase leads. Working as a key member of our global team, you will possess agile digital skills, and increase web and social media traffic, improve customer engagement aligned with our broader marketing strategies.

Key Responsibilities

- Develop and update OEG group websites
- Create high quality SEO-friendly content (video, social, emails, web content, blogs, e-books, etc.) for all OEG digital channels
- Oversee social media accounts' creation and management
- Analyse & advise on strategic social media approaches currently in place
- Develop an optimal posting schedule, considering web traffic and customer engagement metrics
- Adopt latest technologies to deliver creative digital marketing results
- Research audience preferences, discover current trends and stay up-to-date with changes in all social platforms ensuring maximum effectiveness
- Create campaign pages in collaboration with regional directors to generate awareness and leads on specific products/services/market sectors
- Coordinate email marketing campaigns with content creation and lead nurturing in CRM
- Define most important social media and web KPIs & measure traffic
- Manage and update all online directories with relevant product and service information
- Provide monthly and yearly reports on OEG's digital world along with recommendations

Skills

- Ability to work in a fast-paced environment
- Forward thinking, creative with good communication skills
- Ability to monitor, analyse and report on OEG's digital landscape and apply it to solutions that boost traffic and conversions
- Excellent knowledge of LinkedIn, Facebook, Instagram, Twitter, YouTube, Google Business,
- Firm grasp of social media best practices and global digital marketing legislation
- Solid understanding of social media KPIs as well as SEO & SEM

Qualifications

- 2 years' experience as a Digital Marketing/Social Media Coordinator or similar role
- Diploma in Digital Marketing or equivalent
- Basic web coding, and practical experience of Content Management Systems (CMS) is an advantage
- Proficient in MS Office and Adobe InDesign/Photoshop or similar