

Job Title:	Digital Marketing Executive
Based at:	Leatherhead, Surrey with potential for flexible working arrangements – minimum 30 hours per week
Position Report to:	Head of Marketing
Role Overview:	This is an exciting role for an experienced Digital Marketing Executive, full of variety from creating content, developing online strategies, managing our presence across all digital platforms, and driving online traffic and engagement.

About the Role

The Digital Marketing Executive will be responsible for creating and managing online activities aimed at promoting the brand and generating sales enquiries for the products and services of 3ti Energy Hubs Ltd.

Responsibilities will include but not be limited to:

- Creating, managing and executing online multi-channel marketing campaigns, leveraging inbound marketing, SEO, email and events to drive customer acquisition.
- Building and managing rich content e.g. blog posts, webinars, infographics, newsletters, video, to attract qualified traffic.
- Supporting initiatives to increase our online sales presence through customer engagement campaigns, account activations and continuous improvement.
- Improving and developing our website presence to better educate and enhance the customer experience.
- Developing creative digital marketing strategies using SEO and PPC, among other techniques, to direct customers to the company's online platforms and purchase products and services.
- Increasing our presence and driving engagement across key social channels (LinkedIn, Twitter, Instagram, Facebook & YouTube).
- Staying abreast of emerging digital tools and platforms, digital marketing trends and new technologies.
- Developing and creating regular content and digital assets for the websites, social media and customer communications.
- Research market trends, demographics, online strategies, and other relevant information that helps increase brand awareness.
- Monitoring, reviewing and reporting on marketing campaigns and online analytics.
- Providing fact-checking, copy-editing, and formatting assistance during the creation of mailers, website content, and other promotional materials.
- Organising and planning the production of all major marketing materials by working closely with printers, sponsors, and other involved parties.



About You

You are passionate about playing a key role in a business that will be at the forefront of the UK's green recovery and transition to EVs.

You demonstrate creativity and ensure the online image of the business is on brand and attracts customers across all digital platforms, including the ability to develop activities utilising the website, social media and email campaign software. This will involve creating written and graphic content, managing the marketing nurturing process as well supporting sales with online enquiries.

To be successful you should have knowledge of digital marketing tactics, have strong interpersonal skills and demonstrate excellent writing and graphic skills. Ultimately, a high-level marketer should be able to multitask well, display creativity and keep abreast with the latest industry developments and trends. You will be results driven, brand aware and passionate about marketing and working with renewable technology. You will be an integral part of the team helping to implement the sales and marketing plan to generate qualified online traffic and encourage product sales and customer acquisition.

Essential:

- Degree in Digital Marketing or Communications or similar qualification.
- Minimum of three years relevant work experience.
- Genuine commitment to making the planet a better place for future generations.
- The qualities required to work in a small company or start-up environment.
- Ability to work independently and within a team.
- Motivated and able to prioritise work, deliver on time and exceed expectations.
- Experience working in online marketing and/or proven experience in a content or written role.
- Events experience.
- A keen eye for detail and strong analytical skills.
- Comfortable using MS Office tools including SharePoint and Teams, plus various social media platforms.
- Excellent written and spoken English language skills.
- Right to live and work in the UK.

Desirable:

- Google AdWords and Analytics certification.
- Experience using JIRA, Confluence and Salesforce.



Company Benefits

- Generous annual leave – 25 days plus bank holidays.
- Contributory pension scheme via salary exchange.
- Performance based bonus scheme.
- EMI share option awards.
- Private Medical Insurance.
- Life Insurance – 4 x base salary paid to beneficiary.
- Employee Assistance Programme including financial and legal support.
- Access to Private GP 24/7.
- EV Salary-Sacrifice Scheme.
- Business expense allowances.

About Us

3ti - 3 technology infrastructure - are the UK's leading designer, installer, funder and operator of Solar Car Parks (SCPs). We are passionate about renewable energy and believe that sustainable EV charging from the sun, where you stop is the best way for the UK to transition towards green mobility.

We provide secure, consistent, clean and sustainable energy for businesses and communities. We do this by integrating local mains electricity with Solar power, Battery Energy Storage Systems (BESS) and EV charge points. 3ti has already covered 2,500 parking spaces with over 5MW of installed capacity across the UK. In the past 3 years, our team who have over 100yrs combined experience, have built the UK's largest solar car parks at Bentley Motors in Crewe and JP Morgan Chase in Bournemouth.

In May 2022, 3ti also developed and launched the award winning Papilio3, a pop-up mini solar car park and EV charging hub, that offers a perfect plug, play & expand solution until client's EV charging requirements and infrastructure are finalised.

Equal Opportunities

3ti is an equal opportunities employer. All persons will receive consideration for employment without regard to gender (including gender identity, gender expression and gender reassignment), race (including colour, nationality, ethnic or national origin), religion or belief, marital or civil partnership status, disability, age, sexual orientation, pregnancy or maternity, trade union membership or membership in any other legally protected category.

We want to build an inclusive, diverse team and welcome applications from all qualified persons.