



## Digital Marketing Specialist

### About GMO GlobalSign

GlobalSign is the leading provider of trusted identity and security solutions enabling businesses, large enterprises, cloud service providers and IoT innovators around the world to secure online communications, manage millions of verified digital identities and automate authentication and encryption. Its high-scale PKI solutions support the billions of services, devices, people and things comprising the Internet of Things (IoT). The company has offices in the Americas, Europe and Asia. For more information, visit <https://www.globalsign.com/en/company>.

### Summary of the role

#### Purpose:

The Digital Marketing Specialist will lead various digital marketing activities and coordinate with different stakeholders to execute digital campaigns. The position holder will be responsible for executing West Marketing's digital marketing strategy, managing all social media channels, the website, and taking on other digital marketing activities such as SEO and PPC, according to the West Marketing strategy.

As part of the role, the Digital Marketing Specialist will be responsible for all website updates and new content, including coordinating with the Content Team, Regional Managers, and the Web team to ensure that all pages are built and updated according to the strategy and best practices.

This position requires rigorous attention to detail and the ability to collaborate with different departments to increase GlobalSign's visibility and improve lead generation. This role is suitable for an ambitious person who would like to learn more about marketing and cybersecurity, and will relish the opportunity to grow as a professional marketer within the industry.

**Department:** Marketing - WEST

**Reporting into:** Digital Marketing Manager

**Location:** Maidstone, Kent and remote

**Nature of employment:** Permanent

**Contractual hours:** 37.5 hours per week

**Travel:** Occasional

**Flexible working:** We are hybrid working and would consider remote working with occasional office visits or other flexible working arrangements as long as you permanently reside in England

**Equal opportunities, diversity and inclusion:** We are an equal opportunities employer committed to diversity and inclusion and have a zero-tolerance approach towards bullying and harassment.

**Right to work:** For your application to be considered, you must have a current right to work in the UK.

**Background checks:** Due to the trusted nature of our business, you will be required to undertake identity and background checks, including criminal record checks and qualifications, and periodic reviews of trustworthiness. You will also be required to immediately inform your line manager of any changes in your circumstances relevant to these checks.

### **Main job responsibilities and accountabilities**

- Manage GlobalSign's social media accounts, creating your own posts, images and video clips for various campaigns, and tracking the success of these posts.
- Execute digital marketing campaigns, including SEO/SEM, email, social media, and display advertising.
- Perform ongoing off page and on page SEO tasks.
- Manage the website including:
  - Creating new pages,
  - Updating existing ones,
  - Collaborating with the East Marketing and Web teams,
  - Editing basic HTML and CSS.
- Collaborate with Regional and Global Marketing teams to deliver campaigns.
- Analyse and report on the performance and efficiency of marketing campaigns and propose improvements.
- Create social media reports and use the data to suggest improvements.
- Work with other members of the company to create content; including blogs, webpages, videos, and ads.
- Some admin and day to day tasks will also be required to assist the team with reaching their goals and targets.
- Responsibility for complying with company policies and procedures, including but not limited to information security and acceptable use, and for undertaking mandatory in-house company training as required.
- Undertake other job responsibilities and accountabilities within the remit of the job role as and when these may arise.

### **Person specification**

#### Essential

- Some experience working as Digital Marketing specialist/ Executive.
- Good understanding of social media knowledge, especially LinkedIn.
- Understanding of a campaign eco-system.
- Knowledge of HTML, CSS, XML.
- Familiarity with analytical and database tools.
- Excellent written communication and copywriting skills.
- Strong project management skills.
- Team player with the ability to guide others.

#### Desirable

- A university degree or a recognised Marketing certification.
- Knowledge of SEO/SEM and Google Analytics.
- Knowledge of Adobe Creative Cloud.
- Knowledge of Salesforce.
- Understanding of the full customer journey and experience.



### **One GlobalSign Way**

Our employees are expected to fully embrace our 'One GlobalSign Way' and demonstrate the following behaviours daily in their job roles.

- *Ownership* - Be responsible and accountable for own job responsibilities, performance, conduct, learning, training, development, career progression and effective communication.
- *Creativity* - Challenge how things are done, suggest more effective and efficient ways of working, actively seek to improve customer service and product offering to both external and internal customers.
- *Integrity* - Behave ethically and morally by complying with Company rules, policies, processes, procedures, and governmental/governing body laws and regulations.
- *Collaboration* – Understand and demonstrate effective team working skills by working successfully within and across teams.
- *Diversity (and inclusion)* - Contribute to a dignified work environment by respecting and including others irrespective of age, culture, ethnicity, race, nationality, religion, belief, gender, gender reassignment, sexual orientation, disability, marriage/civil partnership and pregnancy/maternity.
- *Waku Waku* - Seek to be passionate and positive about GMO GlobalSign by aligning with the mission, vision, behaviours and objectives.

### **What we offer**

We offer a competitive salary and benefits package including company profitability scheme, workplace pension, group income protection insurance, group private health insurance, group life insurance cover and much more.

### **Application process and deadline**

If you meet the criteria listed above, found the nature of our business fascinating, and can demonstrate our One GlobalSign Way behaviours daily, then please apply for the role by sending us an email to [hr-uk@globalsign.com](mailto:hr-uk@globalsign.com) with a cover letter along with your current CV/resume before 24 July 2024.

### **Privacy Policy**

I understand that by continuing to apply for this vacancy, I am agreeing to the processing of my personal data, subject to GlobalSign's [Privacy Policy](#).