The Rink Sports Arena & Multipurpose Centre

7 Derryneskan Road Portadown BT62 1UH

Digital Marketing Executive

We are currently seeking to recruit a creative digital marketing executive to join our team and drive forward our new marketing strategy for Ireland's largest roller skating arena.

Below is a summary of the role and details on how to apply.

Application closing date is Tuesday 14rd December 2021.

Job title: Digital Marketing Executive

Job Type: Full Time (attendance at occasional evening and weekend events.)

Location: The Rink Sports Arena Portadown

Salary: Competitive

Sector: 3rd Sector Charity / Social Enterprise

Application closing date: Tuesday 14th Dec 2021 5pm

The successful candidate will oversee and implement the marketing strategy and campaigns for The Rink Sports Arena & Multipurpose centre;

This fast-paced and exciting role includes the following responsibilities:

- Developing digital marketing campaigns across email marketing, SEO, social media and content development
- Client relationship management
- Devising content marketing plans to drive online traffic to company website
- Writing content for our website, blogs and other PR materials
- Write and dispatch email marketing campaigns/newsletters
- Creation of social media content for various platforms
- Create and implement social media / google advertising campaigns
- Contribute to client social media engagement and brand awareness campaigns, developing a distinctive online presence by attracting high numbers of internet followers through social media channels such as Facebook, Twitter, YouTube, Linkedin and Instagram etc
- Continually researching new online media opportunities that may benefit the business including mobile, social media, development of blogs, podcasts and videos etc
- Keeping up to date with current digital trends

The successful candidate should be an experienced digital marketer who can meet the following criteria:

- 3rd Level marketing or communications qualification
- At least 2+ years in a marketing role with experience of managing digital channels
- Proven experience in managing social media advertising
- Proven experience in writing copy
- Strong interpersonal skills with the ability to influence, and seen as a team player
- Excellent computer skills including, Adobe Creative & Microsoft Office.
- Excellent written, verbal, and communication skills
- Excellent project management skills
- Knowledge of Funnel marketing and conversion marketing
- Working knowledge of CMS Systems
- Strong visual awareness and understanding of design for marketing
- Ability to build strong working relationships with internal and external stakeholders
- Solid analytical problem solving skills, including familiarity with analysing reports and deriving insights from data
- Ability to thrive in a fast-paced work environment whilst being Self-motivated and independent.
- Confident both in front and behind camera

Desirable Personality Traits

- Friendly & Outgoing with a can do attitude
- Flexibility and enthusiasm to work in a small, fast paced company environment
- A desire to constantly develop your skills
- Innovative
- Creative, technical and articulate
- Self-motivated and independent.
- Adventurous

Role Perks:

- Extremely creative environment
- Flexible schedule opportunity
- Personal development training opportunities
- Advancement opportunities
- Onsite parking

How to apply for this role:

Email your CV to stephen@poweredbysport.org

By Tuesday 14th December 2021 5pm.

If you require any further information please feel free to contact us on 028 38525030.