

# Marketing Coordinator

<b>Employing Company:</b>	Orbit Energy Limited
<b>Job Title:</b>	Marketing Coordinator
<b>Reporting To:</b>	Director of Sales and Marketing
<b>Salary:</b>	£28,000 - £32,000 DOE

## 1. Overview

Orbit Energy is a fast-growing energy start-up in London. We're a forward-thinking team of energy experts who are challenging the norm and want to become digital leaders within the energy market.

Our Motto is simple – “We think energy, so you don't have to.”

We're looking for a curious, ambitious and energetic marketing professional who wants to accelerate their career. Someone who is digitally savvy and can create great content and campaigns to manage and drive our online presence with our customers and prospects.

We're looking for someone who thrives in a fast paced environment, who won't settle for good because they are striving for great, who know their way around SEO and paid digital media and is hungry to learn and take their marketing experience to the next level.

## 2. What you'll be doing

- Producing high quality content across Orbit Energy's online channels in order to strengthen our brand identity, maximise online engagement, deliver proof points for our brand promise and drive growth in sales.
- Managing the SEO strategy and execution plus organising all tagging and optimisation of the Orbit website
- Leading the analysing and reviewing of digital analytics and provide real time and summary insights into sales performance plus any recommendations on improvements/tests on an ongoing basis. Producing monthly reports on website traffic, PPC, SEO rankings, social media, digital marketing campaigns and conversion rates.
- Owning the review and analysis of online competitor site content strategies and user experience, reporting findings and providing appropriate counter-strategies
- Ensuring that multi-channel, integrated campaigns are produced, prioritised, implemented and reported on effectively to hit communication objectives
- Managing individual campaigns and programme budgets across online channels to meet set KPIs
- Forecasting sales performance and creating marketing plans to achieve revenue targets.
- Planning, executing, and measuring experiments and conversion tests.
- Working with the wider team to ensure all appropriate data is captured within the core business system for the purposes of data analysis and segmentation.
- Creating content for and managing Orbit's social media accounts
- Creating and writing customer communications and campaigns
- Ad hoc delivery support on other marketing activities as required

### 3. What we're looking for

- Minimum of 3 years marketing experience in B2C
- An act fast, fail fast, recover fast mentality - continually tries new ideas and shares and applies the learnings for future initiatives
- Great copy writing skills – whether its customer communications or writing compelling content tailored to different audiences and across different platforms
- Able to optimise content for the web and monitor website progress
- Strong working knowledge & experience of Google tools (Analytics, Keyword Tools, Adwords)
- Excellent understanding of SEO metrics and web-marketing definitions
- Eye for design and an ability to use/ or learn design packages (InDesign, Adobe Photoshop, Illustrator, etc.)
- Ability to work on own initiative without detailed direction
- Good team player; able to liaise closely with internal colleagues and external customers
- Self-motivated demonstrating drive, enthusiasm, curiousness and determination with great attention to detail
- Creative, innovative and very organised
- Experience of running paid social campaigns and both the creative and technical aspects of optimising owned social channels
- Excellent verbal and written communication skills
- Experience planning and executing A/B and Multivariate testing programmes
- Good analytical skills, including great in Excel, to interpret data and derive actionable insights from it

### 4. What we'll give you

- Career development.
- Competitive salary.
- Ongoing support and coaching.
- A great place to work!

Interested? Tell us why we should choose you: [careers@orbitenergy.co.uk](mailto:careers@orbitenergy.co.uk)