



Growth Marketing Specialist

Reporting to: Marketing & Advertising Manager

Department: Marketing

Contract Type: Permanent, Full-Time, Monday – Friday

Advert Closing Date: 17th April 2024

ABOUT US

Established in 1979, Codex has grown to be the market leader in the provision of a wide range of office supplies, furniture, and print services across Ireland.

Over the past 40+ years, our organisation has been steadily building on the core values that got us started - **Ambition, Customer First, Innovation, Integrity and Belonging**. Today, we employ over 85 team members around the country, with an annual turnover of over €35 million in 2023 and have ambitious plans to grow further.

ABOUT THE ROLE

With a continued emphasis on generating more new business and developing brand awareness, Codex is looking to introduce a new role to the Marketing department. The Growth Marketing Specialist will report to the Marketing & Advertising Manager and will be responsible for developing the Digital Marketing Strategy - with support from the Marketing & Advertising Manager and Head of Marketing – and designing any advertising assets and campaigns for the company. This activity includes but is not limited to creating email marketing campaigns, running social media and PPC ads, and identifying keyword strategies for the [codex.ie](https://www.codex.ie) website and blog. With an ambitious new business target the Sales & Marketing teams are working towards in 2024, the Growth Marketing Specialist will play a vital role in supporting this growth.

The ideal candidate will be a data-focused individual with an affinity for experimentation and creativity. They must have a strong understanding of digital marketing trends, best practices, and tooling and will be competent at building and running reports to demonstrate their results and findings. They preferably have strong B2B experience and an understanding of running digital ads on a closed website. If you meet this criterion and are a team player who wants to join a growing team, we want to hear from you!

WHAT YOU WILL DO

- Work with the Marketing & Advertising Manager to develop a cohesive social media advertising & PPC ad strategy geared for lead generation.
- Manage the implementation of Sales & Marketing Campaigns, working with the eCommerce Executive and Marketing Executive to develop any landing pages or blog content that may be needed.

- Oversee email marketing campaigns from conception to execution, including copy and design.
- Carry out keyword research and coordinate with the eCommerce Executive and Marketing Executive as required.
- Work with the Sales team to develop and improve our tender resources and documentation.
- Work with Product Specialists in Sales and onboarding team to support and ensure actions are optimised for converting leads into new business sales. This may mean supporting Product Specialists on an ad hoc basis with bespoke pitch templates for high-value customers.
- Manage any external vendors and agencies as required.
- Build and generate any relevant reports required to demonstrate an ROI on advertising and campaign expenditure.

WHAT YOU WILL BRING

- 3-5 years' experience in a similar Digital Marketing function, ideally within a B2B environment.
- Strong familiarity with Google, LinkedIn, and Facebook advertising.
- Proficiency in email marketing, ideally within a B2B environment, using the likes of Mailchimp, HubSpot or comparable CMS/CRM.
- Able to work on your own and work well with others in the team and larger organisation.
- Strong communication and presentation skills.
- Analytical mindset with a creative flair for copy and design.

WHAT WE OFFER:

- Salary DOE
- 23 Days Annual Leave + Public Holidays
- 3 Days of Annual Celebratory Leave
- Extensive Family Friendly Policies
- On Site Free Gym Access
- Flexible and Hybrid Working Options
- Company Pension Scheme with Life Assurance
- Educational Assistance Program
- Colleague Reward & Recognition Scheme
- Onsite canteen with coffee, light breakfast and snacks provided.
- Staff parking
- Certified Great Place to Work

To apply please submit your CV/Resume to recruitment@codexltd.com

Due to the high volume of applications received, we regret that we are unable to respond to all applications. Only those suitable for this position will be contacted.