



DIGITAL MARKETING AND DESIGN COORDINATOR MIDDLESBROUGH



The Company

PD Ports is one of the UK's major port groups and the largest private employer in the Tees Valley. Operating out of 12 key ports and logistics centres across the UK, we are committed to retaining and developing talent nationwide. With headquarters based in the North East of England, PD Ports owns and operates Teesport, one of the UK's most progressive ports, which supports over 22,000 jobs and generates £1.4bn to the economy every year.

The Department

Reporting to the Head of PR, Marketing and Communications, this role will be located in the Marketing and Communications Department based in Queen's Square, Middlesbrough.

The Role

The post holder will support the Head of Marketing, PR and Communications and the Company's Marketing and Communications team in addition to working closely with all approved external agencies. They will be responsible for an extensive range of specific internal/external digital marketing and design projects.

Responsibilities include:

- Manage social platforms to deliver communications strategy in line with business objectives
- Identify trends and insights
- Plan and direct online marketing campaigns maintaining brand integrity
- Support the management of PD Ports' websites, keeping best practices in mind
- Create compelling and appropriate content for PD Ports' websites and social media platforms to drive engagement
- Work with various content formats such as blogs, videos, audio podcasts, etc.
- Track the traffic flow across PD Ports websites and social media platforms
- Implement and analyse performance metrics including Google Analytics and SEO
- Measure value of online content against corporate objectives
- Provide internal reports on a regular basis
- Work alongside approved external agencies on all aspects of design
- Assist in the development and management of internal online platforms
- Manage the development and design of PD Ports' corporate presentation
- Lead on all aspects of internal design requirements

The Candidate

Required knowledge:

- Microsoft Office, Excel, Word, Powerpoint
- Google Analytics/SEO
- Wordpress
- Social media platforms including Twitter, LinkedIn, YouTube, Facebook and Instagram

Preferred knowledge:

- Adobe Design Packages
- Canva or similar editing programme
- Photography and video editing
- B2B marketing and communications

Personal qualities:

- Problem solver
- High levels of integrity and self-motivation
- Ability to work alone and in a team
- Ability to adapt to a diverse and quick changing environment
- Calm and logical
- Task driven with ability to work across multiple projects
- Good communicator
- Ability and drive to build and develop networks
- Excellent attention to detail
- Comfortable in sharing views and ideas
- Excellent IT skills

Qualifications:

Qualified to degree level in digital marketing with design/communications experience

Benefits

- 25 days holiday plus bank holidays
- Ongoing internal training
- Sick pay scheme/Cycle to work scheme
- Uniform provided
- Employee Assistance Program for personnel support (health, finance, etc.)
- Company pension scheme (up to 6% company contribution)

If you are interested in this exciting opportunity, please submit a detailed C.V. outlining your relevant skills & experience along with a covering letter to:

PD Ports
Group HR Department
17-27 Queen's Square
Middlesbrough
TS2 1AH

Or via e-mail: hr.admin@pdports.co.uk

Closing date: **5th August 2022**

