

Careers

Join us to clean and decarbonise the air

Senior Digital Marketing Executive, Belfast (BT3)

Excellent package depending on experience

CATAGEN is an award winning organisation and due to their continued and extensive growth they are looking to appoint an experienced Digital Marketing professional to join their business. Reporting to the Head of Marketing this exciting role will have extensive interaction with the wider commercial leadership and operational teams.

McKinty Associates is CATAGEN's exclusive recruitment partner.

Message [Sara McKinty on Linked IN](#) or email your CV to sara@mckintyassociates.com

Example of key duties

- Be responsible for developing campaigns and content for lead generation
- Develop technical content for the business including case studies, guides, newsletters, presentations, email and social media campaigns.
- Align with the Sales Team to develop campaigns to meet key business targets and be responsive to changing requirements and opportunities
- Create and manage link building strategies, content marketing strategies, and social media presence for the business
- Work with the team to develop engaging online content including forums, webinars, videos, and blogs; monitor and analyse content success
- Organisation of events (physical and online) such as exhibitions, webinars, panel discussions to promote the business
- Collaborate with internal stakeholders to optimise content
- Innovate and present new marketing platforms and strategies

Experience:

- Strong Digital Marketing experience (5 years minimum) - preferably working in a technology / engineering environment or marketing agency (Candidates may be considered outside of these sectors with considerable experience and passion to work in a net zero technologies company)
- Excellent knowledge of digital tools such as web content systems (i.e. WordPress), social media platforms, webinar platforms, CRM systems, analytics tools, design packages such as CANVA
- Evidence of significant content writing experience across multiple platforms

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- Strong knowledge of email marketing, campaign and social media management
- Experience in producing digital marketing reports, tracking KPIs and feeding back to the team
- Excellent attention to detail

Benefits:

- Competitive basic salary commensurate with experience
- Office Based with normal working week
- Benefits package including – Company Pension, Private Medical, Cycle to Work Scheme etc

About CATAGEN

CATAGEN, a carbon-negative company - their purpose is to clean and decarbonise the air of the future. CATAGEN is a market expert in providing best-in-class emissions data to the automotive industry, providing physical and virtual testing of vehicle catalytic converters for the world's leading brands.

Values

ONE CATAGEN- We put 'we' before 'me' working across boundaries, holding each other accountable and working as a cohesive team.

FEARLESS- We challenge ourselves to push beyond what we think is possible by taking risks and learning new skills.

CUSTOMER OBSESSED- We actively engage, listen and learn from our customers, making it easy to work with us. We deliver solutions in a timely and accurate manner.

ECONOMICALLY DRIVEN- We're ambitious in our 'financial goals' whilst being prudent with resources. We respect that we are a corporate business whose first goal is to be financially secure and to grow and identify new opportunities.

SUSTAINABILITY- We built CATAGEN 'to clean and decarbonise the air', to impact climate change through the development of innovative Net Zero Technologies.