

# DIGITAL ENGAGEMENT & LEAD GENERATION SPECIALIST

## DATA CLARITY OVERVIEW

Data Clarity is a worldwide software and data services provider with a portfolio of award-winning products ranging from business intelligence software to powerful omnichannel solutions and mobile apps.

We empower companies to focus on their business objectives through our award-winning data-driven solutions. We specialise in transforming data into actionable business insights, streamlining workflows, and automating and simplifying business processes.

Data Clarity applies its core values of innovation and integrity with a personal approach, investing in its employees and developing a deep understanding of its clients' unique business challenges.

A strong company ethos of providing high quality products and excellent service has led to valuable, long lasting client relationships and new product development.

## JOB DESCRIPTION

We are hiring a Digital & Creative Engagement Specialist to help drive our digital marketing strategy and utilise social media to generate leads and increase engagement with our brand.

As our Digital & Creative Engagement Specialist, you will be responsible for representing the Data Clarity brand online, identifying and engaging with prospective clients, and growing brand awareness in our targeted sectors.

You will be enthusiastic about generating new business through social media and dynamically engage with people in a personable manner. Another essential part will be your ability to demonstrate exemplary writing and design skills.

Digital engagement plays a huge part in the success of Data Clarity and the successful applicant will join a fast-paced team.

## KEY RESPONSIBILITIES

- Identify and engage with potential customers on social media platforms – especially LinkedIn
- Implement digital strategies and tactics that can effectively generate leads, grow brand awareness, drive traffic to the website and increase stakeholder engagement

- Plan, deliver and evaluate a range of communication strategies and projects
- Deliver regular reports to your line manager based on set Key Performance Indicators

## KEY SKILLS & REQUIREMENTS

### Essential

- A minimum of three years' experience working in a digital communications role
- A bachelor's degree in Marketing, Business, or a Related Field
- Skilled communicator with a passion for crafting digital content that sparks conversations.

### Preferred

- Understanding of Social Media platforms and techniques
- Ideally experience within the:
  - Technical Sector
    - Data
    - Data Quality
    - Master Data Management
    - Data Management
    - Business Transformation
  - Retail
    - Digital Transformation
    - Omnichannel
    - Retail Data Services
    - eCommerce
  - Finance
    - Data
    - Reporting
    - Business Intelligence
- Creative Communicator
  - Exemplary writing skills
  - Design and deliver creative campaigns that will help improve the engagement activities with people in Marketing, IT Managers, Financial Planners, CXO
- Energetic all-rounder with great written and verbal communication skills

## SALARY & BENEFITS

Salary Range: 18 - 24K (Depending on experience)

Other Benefits:

- 25 Days Holiday per Annum (Not including Bank Holidays)
- Flexible Working Options