

## Careers

# Digital Marketing Executive, Belfast

Join our expanding team of innovators and technical professionals in delivering solutions that have an impact on our purpose to clean and decarbonise the air.

### Position Responsibilities

- Work with the team to develop engaging online content including blogs, webinars, and videos; monitor and analyse content success.
- Ensure content is up-to-date on website through WordPress, ensuring that CATAGEN ranks highly for SEO.
- Develop link building with relevant external sites to grow audiences globally.
- Develop creative remarketing ads for site visitors using Google Ads/LinkedIn for target segments and analyse conversion to lead/revenue.
- Assist with the development of campaigns and content for lead generation.
- Develop technical content for the business including case studies, guides, newsletters, presentations, email and social media campaigns.
- Organisation of events (physical and online) such as exhibitions, webinars, panel discussions to promote the business.
- Innovate - present new marketing platforms and content ideas.

### Experience

- Evidence of developing creative content across multiple platforms via written content or video/podcasts to meet campaign objectives.
- Knowledge of email marketing, campaigns and social media management.
- Evidence of working on remarketing campaigns and tracking results.
- Experience using Google Analytics and producing reports.
- Experience in making changes and updates to websites via CMS systems such as WordPress.
- Experience in marketing automation tools ideally HubSpot.

### Essential Requirements

- 2 years experience in digital marketing or 1 year experience of digital marketing and completion of a relevant placement year.
- Experience in B2B marketing.
- Evidence of creative content creation across multiple platforms – portfolio/evidence may be required at interview stage.
- Digital skills in google analytics, remarketing, SEO, CMS and other marketing automation tools.
- Evidence of keeping up-to-date with digital tools to drive content creation, lead generation, reporting through to conversion.
- Excellent communication skills.
- Organisational skills and be process driven.
- Good team player with can do attitude.

**Interested?**

Send your CV to [kerry@catagen.com](mailto:kerry@catagen.com)

## Benefits:

- Competitive basic salary commensurate with experience.
- Benefits package including – Company Pension, Private Medical, Cycle to Work Scheme etc.

## About CATAGEN

CATAGEN is a pioneering testing facility delivering industry leading emissions data to global OEMs and stakeholders. Based in Belfast, our independent services provide unrivalled metrics to optimise catalyst development and reduce harmful tailpipe emissions.

Using technology, talent, and a united sense of purpose, CATAGEN have developed ClimaHtech. ClimaHtech is an acceleration system towards decarbonisation using advanced climate technologies to produce renewable hydrogen and E-Fuels.

Our testing and climate technologies are shaping the environment of our future by working towards cleaner air for our cities.

## 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.

**Interested?**

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