

Careers

## Digital Marketing Executive, Belfast

**Basis: Full-time, Permanent**

**Salary : Competitive**

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

### About CATAGEN

CATAGEN is on a mission to clean and decarbonise the air through innovative technologies. As a leader in catalyst ageing and aftertreatment system testing, we help OEMs ensure compliance with legislation and deliver environmentally sustainable solutions. Our patented, electrically driven gas reactor is revolutionising the industry by offering cost-effective, fossil-free alternatives, saving partners 98% in CO<sub>2</sub> emissions.

We are seeking a dynamic Digital Marketing Executive to join our team. In this role, you will focus on driving brand awareness, generating leads, and engaging potential customers through targeted marketing strategies, playing a key role in supporting business growth and success.

### Position Responsibilities

- Develop engaging online content, including blogs, webinars, videos, and case studies, aligned with target audience needs.
- Assist in the creation and execution of marketing campaigns, monitoring and reporting on their success.
- Maintain and update the company website using WordPress, ensuring high SEO performance.
- Plan, create, and manage Google Ads and LinkedIn Ad campaigns, analysing conversions to optimise performance.
- Conduct market research to identify opportunities, generate leads, and support sales initiatives.
- Collaborate with the team to develop technical content, including newsletters, guides, email campaigns, and social media posts.
- Organise and promote events such as webinars, exhibitions, and panel discussions to increase brand visibility.

**Interested?**

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

- Use Google Analytics to provide actionable insights on campaign performance and user behaviour.
- Work closely with the sales team to nurture leads through to revenue, ensuring alignment between marketing and sales efforts.
- Present new ideas for innovative marketing platforms, strategies, and content to drive growth.

## Essential criteria

### Qualifications & Experience:

- At least 2 years' experience in a digital marketing role.
- Proven ability to create engaging content across platforms
- Experience managing and optimising Google Ads campaigns and tracking performance.
- Proficiency in using Google Analytics for insights and reporting.
- Familiarity with WordPress or similar CMS platforms for website updates.
- Knowledge of email marketing tools and practices.

### Skills & Competencies:

- Understanding of SEO principles.
- Ability to analyse data to drive improvements in campaign performance.
- Excellent written and verbal communication skills.
- Strong organisational skills to manage multiple projects effectively.
- A proactive, creative thinker with problem-solving abilities.

### Attributes:

- Passion for sustainability and alignment with CATAGEN's mission to clean and decarbonise the air.
- Adaptability and resilience in a dynamic work environment.
- High attention to detail with a commitment to quality.

### Desirable Criteria

- Experience in B2B marketing, particularly in technical or industrial sectors.
- Hands-on experience with marketing automation tools (preferably HubSpot).
- Evidence of successfully delivering B2B marketing campaigns.

**Interested?**  
Send your CV to [careers@catagen.com](mailto:careers@catagen.com)



## Our 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.

**ACCURACY** - Being accurate means that all aspects of our work (written, verbal, manual etc. are free from error and that we strive to have a first class reputation internally and externally for accuracy.

## Why should you join CATAGEN?

- Competitive salary.
- Free car parking.
- CATAGEN branded workwear.
- 24 weeks maternity / 2 weeks paternity leave at full pay.
- 2 annual employee team building days.
- Learning & Development opportunities up to PhD level.
- Work-life balance with flexible and hybrid working available from day 1.
- Team lunch on Fridays.
- Private Healthcare insurance (medical and dental).

## Closing date

We are accepting CV's until 5th January 2025. To apply for this role, please email your CV to [Careers@catagen.com](mailto:Careers@catagen.com) before the closing date. Interviews are scheduled for the week beginning 13th January 2025.

### Equal Opportunities

CATAGEN is committed to equality, diversity and inclusion in its recruitment & selection practices and complies with the Equality Act 2010. We believe in fair treatment of all our employees and are committed to promoting diversity in our employment practices. We do not discriminate in employment based on race, religion, community background, sexual orientation, national origin, political affiliation, disability, age, marital status, medical history, parental status or genetic information. We base all our employment decisions on merit, job requirements and business needs.

**Interested?**

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