



SENIOR DIGITAL MARKETING SPECIALIST - ORGANIC GROWTH & CAMPAIGNS (MULTI-CHANNEL)

37.5 hours per week

Hybrid working available

OFFICE LOCATION: between York and Harrogate, YO26 9SS

SALARY: Up to £40,000 per annum, based on experience

BENEFITS up to 33 days' holiday plus long service increase
up to 5 days' annual paid sickness leave plus long service increase
hybrid / remote working
flexible hours
family friendly benefits
employee assistance programme
free staff gym (open 6am to 8pm)
free parking
onsite kindergarten (discounted fees available)
staff policy discount
workplace pension scheme

WHO WE ARE

The Insurance Emporium protects many of the passions that make our lives so rich. Whether it's your pets, horses, caravans or more, our insurance products are designed to work for you as an individual.

We're looking for a Digital Marketing Specialist to work in our Marketing team.

WHO WE ARE LOOKING FOR

This is a fantastic opportunity for a Digital Marketing Specialist - Organic Growth & Campaigns to work with our Marketing Manager to develop compelling multi-channel campaigns.

The ideal candidate will have:

- Strategic thinking to design multi-channel campaigns that align with business goals.
- Commercial awareness to understand how digital marketing drives organic sales, leads and revenue.



- Creativity and innovation to generate new campaign ideas and experiment with emerging channels.
- Mentoring skill to guide junior team members without direct line management.
- Strong knowledge of all social media platforms, email marketing tools, etc.
- Experience with media partnerships.
- Excellent time management.
- The ability to work collaboratively within a team, but also independently.

Promotional campaigns:

- Commercial mindset and negotiation skills.
- Experience managing third-party partnerships.
- Budget management for campaigns and promotions.
- Ability to translate commercial objectives into actionable campaign plans.

Content marketing:

- Excellent writing and storytelling skills.
- Experience with CMS platforms.
- Basic understanding of SEO principles.
- Strong project management to coordinate multiple campaigns simultaneously.

Social media:

- Strong knowledge of all relevant social media platforms and their audience demographics.
- Strong knowledge with social media management and scheduling tools.
- Paid social media expertise (i.e. campaign creation, audience targeting, A/B testing, retargeting, etc.).
- Analytics proficiency (i.e. Google Analytics, platform insights, tracking, etc.).
- Creative copywriting and visual content understanding.

Email marketing:

- Experience with email marketing platforms.
- Strong understanding of automation, segmentation, and personalisation.
- Ability to analyse campaign results and implement data-driven improvements.
- Knowledge of deliverability best practices and compliance requirements.

WHAT THE ROLE ENTAILS

The Digital Marketing Specialist – Organic Growth & Campaigns role will include, but not be limited to, the following duties and responsibilities:

- To develop an overall digital marketing strategy aligned with business goals.
- To create platform-specific strategies for promotional campaigns/advertising (The



Insurance Emporium brand + Products), content marketing, social media, and email marketing.

- To coordinate campaign execution, ensuring consistency, timeliness, and alignment with The Insurance Emporium brand messaging.
- To track performance and provide data informed recommendations.
- To identify opportunities for organic growth.

Promotional campaign management

- To identify, negotiate, and manage relationships with external media partners.
- To plan and execute promotional campaigns with measurable objectives.
- To ensure branding and messaging are consistent across all channels.
- To monitor campaign performance and provide post-campaign analysis.
- To adapt promotional marketing materials for affiliates and other B2B2C partners.

Content marketing

- Working in collaboration with the SEO & Online Visibility team:
 - To develop content strategy to support marketing campaigns and audience engagement.
 - To commission blogs/articles from the SEO & Online Visibility team.
- To write promotional materials.
- To work with the Graphic Design team to produce multimedia assets.
- To optimise content for social sharing.

Social media

- To develop platform-specific strategies (i.e.: Meta/Facebook, Instagram, TikTok, YouTube, and LinkedIn).
- To plan, create, and schedule content that aligns with TIE brand voice and objectives.
- To oversee paid and organic campaigns, ensuring optimisation for engagement, reach, and conversions.
- To monitor trends, competitor activity, and platform algorithm changes.
- To track and report KPIs: engagement, reach, click-through, and conversions.

Email marketing

- To design, schedule, and execute email campaigns for acquisition, engagement, and retention.
- To segment audiences, personalise content, and run A/B tests to optimise open rates, CTRs, and conversions.
- To maintain email lists and ensure compliance with GDPR and spam regulations.
- To integrate email marketing campaigns with broader marketing efforts (e.g. promotions, content, events, etc.).



BENEFICIAL

The most important thing is that you're a creative and talented Digital Marketing Specialist with the desire to deliver engaging and successful promotional campaigns.

However, six to ten years of experience of managing compelling marketing campaigns, and education to degree level or equivalent in digital marketing is beneficial.

Please note, the successful candidate will be required to undergo a Basic DBS check