

## Digital Marketing Specialist

**Reporting to:** Marketing Manager

**Salary:** Circa £28,000 per annum

**Location:** Bristol (in office 2-3 days per week, otherwise remote)

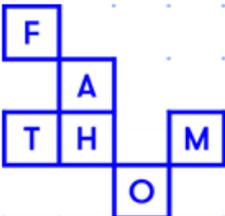
### About the role:

We're looking for a motivated Digital Marketing Specialist who will be excited about joining a vibrant and scaling company in a hands-on role that will define your marketing career. You'll bring your previous experience as a Digital Marketer to support us to raise our profile in the growing climate adaptation and resilience space by driving our digital channels. We have lots of exciting projects we want you to get involved in including PPC, SEO, Social Media and Content Marketing. Having recently invested in HubSpot and Salesforce, you'll be supporting our Marketing Manager to run events, webinars and lead generation activities to generate leads to our expanding Sales team.

This is a unique opportunity to step into your next marketing role, gain experience in a wide range of marketing activities globally and join an organisation that is passionately focused on supporting a range of NGOs, businesses and governments to understand the impact of climate change. You'll have the opportunity to make this role your own, working alongside a friendly, close-knit team with a culture built around transparency and trust.

As our experienced Digital Marketing Specialist, you will:

- Play a lead role in the delivery of social media and Google Ad campaigns
- Write and optimise copy for search engine ranking
- Content management for the Fathom website
- Keyword research for pay-per-click campaigns and SEO projects
- Day-to-day bid management and content management of campaigns across social and PPC based channels
- Monitor campaign results by analysing and reporting on key metrics
- Carry out A/B tests to improve campaign performance and understand user behaviour.
- Support the sales team with lead generation activities
- Build backlinks to authoritative domains



- Work with team members on other marketing activities
- Support the creation of monthly reports.

To be successful in this role, you will:

- Have achieved degree level or similar, or have good demonstrable experience
- Must have at least 1-2 years marketing experience, specifically working on PPC, website and SEO
- Be energetic, resourceful and adaptable - able to think on your feet and react to situations as they arise
- Ability to apply your passion for marketing to an evolving working environment where your role will grow as the company develops
- Feel comfortable working independently as well as being a team player
- Enjoy using data and metrics to identify new opportunities for growth
- Aspire to a meaningful career within the climate space where your work will have a tangible impact
- Be analytically minded, enjoy researching and identifying trends within the wider marketing landscape
- Have attention to detail, working creatively to tight deadlines.

About us:

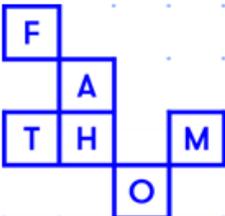
Fathom is a fast-growing business formed out of the University of Bristol and has become a world-leading authority in modelling flood risk.

In the face of challenges posed by urbanisation and climate change, Fathom's vision is to become the world leader of water risk intelligence, using data to transform risk assessment, climate adaptation, emergency preparedness and disaster response globally. We provide our customers and partners with market leading flood models based on the latest science. We're a team of academics, scientists, creators, coders and communicators united by the same goal.

What you'll receive:

As a valued employee, we offer our team generous perks that can be accessed at any time:

- Flexible and remote working
- Private Medical Insurance



- Group Life Assurance (Death in Service)
- Group Income Protection
- Health Cash Plan
- Dental Insurance
- Enhanced family friendly policies
- Pension contributions matched up to 10%
- 28 days holiday + bank holidays
- Training and range of career development opportunities
- Subsidised gym memberships
- Access to mental health cover and support.

What next:

If this sounds like a role you would like to explore, please email your CV with a Cover Letter to [careers@fathom.global](mailto:careers@fathom.global) and we will get in touch.