



JOB DESCRIPTION & COMPETENCIES

EMPLOYEE NAME	
POSITION DESCRIPTION	Digital Marketing Exec
OPERATIONAL AREA	Commercial

KEY RESPONSIBILITIES

Founded in 2013, Indra Renewable Technologies is a fast-growing electric vehicle and smart energy technology company developing innovative charging and energy storage solutions. Indra operates across two highly innovative and fast-moving industries; electric vehicles ('on vehicle' technology) and smart energy ('off vehicle technology'); developing and manufacturing smart energy products, including an electric vehicle Smart Charger, a Vehicle to Grid (V2G) charger and vehicle battery systems. We see an opportunity for Indra to play a significant role in supporting EV OEMs, energy retailers and electricity grids in the transition to decarbonising transport and homes in the UK and beyond.

Reporting to the Marketing Manager, the Digital Marketing Exec will be the custodian of all digital marketing activity. We are at the start of an exciting brand journey and key to raising awareness of our brand and products is a strong digital marketing presence. Driving quality traffic through our website and optimising our conversion performance is a given. However, we are building a brand and raising awareness, so we need our digital marketing exec to bring creativity and energy along with their experience and skills. Working with our agency you will create a continuous programme of highly engaging digital activity across multiple channels to raise our profile, build awareness and drive consideration. Our diverse customer groups (Installers, consumers, energy companies, fleet operators, vehicle OEM's) means that you 'll be sniper like with your targeting across some campaigns but also accommodating with your approach to UX and content across the website.

Indra.co.uk is the home of our brand. As the custodian of our website you will work with internal stakeholders, our agency and a variety of partners to bring our digital presence to life! Indra technology is truly market leading. Our company is passionate about green tech and has ambitious growth plans. If you have the skills and expertise, as well as the energy and creativity, to translate this into a powerful digital marketing program then we want to talk to you!

01684 770 631

hello@indra.co.uk

www.indra.co.uk

Unit 1, Sentinel House, Sparrowhawk Close,
Enigma Business Park, Malvern,
Worcestershire, WR14 1GL



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KEY RESPONSIBILITIES

Responsibilities:

- Website Content (Via agency & CMS)
- Social Media Content & Channels ((Via agency & CMS)
- Manage and report on SEO performance.
- Manage and report on website performance and continually optimise for better results.
- Manage and report on campaign performance and make sure our next campaign is better than the last
- Work directly with Digital Marketing Agency to create campaigns, content, assets and communications to continually build our presence and profile in a highly engaging and energetic way.
- Written briefing and agency management together with budget management will be pre-requisite. Build and maintain a comprehensive digital dashboard for internal performance KPI monitoring and reporting

KEY COMPETENCIES

GENERAL
COMPETENCY
BAND

4

ROLE SPECIFIC COMPETENCIES

Essential Skills / Experience:

- Technical understanding of SEO
- Proven experience of increasing website traffic through organic and paid activity
- ROI analysis with web optimisation tools such as GA
- Proven experience of optimising conversion website rates
- Fully social media literate
- Capable of building "sticky" campaigns with impact
- Good organisation and planning skills, and ability to work independently and with agencies.
- Creative and imaginative with campaign creation and content ideas
- Commercially aware

Desirable Skills / Experience:

- Experience working in a B2B, Trade marketing, B2B2C

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