

Job Description: Marketing Executive (B2B)

Job Title:	Marketing Executive (B2B)
Salary:	Competitive
Hours of Work:	Full-Time
Location:	Vale Europe Ltd, Clydach, Swansea, Wales, United Kingdom SA6 5QR

Overview	<p>Welcome to Algae Products International (API). Our cutting-edge eco-sustainable business is revolutionising the industries of cosmetics, pharmaceuticals, nutraceuticals, food, aqua, and agriculture with our natural and additive products. Our mission is to become the market leader in CO2 capture and to produce high-yield products that cater to the diverse needs of these industries.</p>
Key Responsibilities	<p>As a Marketing Executive at API, you will play a crucial role in driving our digital presence and market reach. Your responsibilities will include:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Developing and executing digital marketing strategies to increase brand awareness, engagement, and conversion rates across various online platforms. <input type="checkbox"/> Managing SEO initiatives to improve search engine rankings, drive organic traffic, and enhance website visibility. <input type="checkbox"/> Overseeing website management, ensuring content is up-to-date, user-friendly, and optimised for lead generation and conversion. <input type="checkbox"/> Analysing market trends and consumer behaviour to identify opportunities for product positioning and marketing campaigns. <input type="checkbox"/> Collaborating with cross-functional teams to align marketing efforts with business objectives and product launches. <input type="checkbox"/> Monitoring and reporting on key performance metrics, providing insights and recommendations for continuous improvement.
Qualification	<p>To thrive in this role, you must possess the following qualifications:</p> <ul style="list-style-type: none"> <input type="checkbox"/> A bachelor’s degree in marketing, Digital Marketing, or a related field. <input type="checkbox"/> Proven experience in digital marketing, SEO, and website management roles. <input type="checkbox"/> Proficiency in tools such as Google Analytics, SEMrush, and CMS platforms like WordPress. <input type="checkbox"/> Strong analytical skills and the ability to translate data into actionable insights. <input type="checkbox"/> Excellent communication skills and the ability to work collaboratively in a team environment. <input type="checkbox"/> Creative thinking and a passion for innovation in digital marketing strategies. <p>Note: Applicants must have the right to work in the United Kingdom without requiring sponsorship.</p>
Requirements	<p>To excel in this role, you should meet the following requirements:</p>

	<ul style="list-style-type: none"> <input type="checkbox"/> Demonstrated success in driving digital marketing campaigns and achieving measurable results. <input type="checkbox"/> A solid understanding of SEO best practices and the ability to optimise content for search engines. <input type="checkbox"/> Experience with website management, including content creation, design, and user experience optimization. <input type="checkbox"/> Familiarity with social media marketing, email marketing, and other digital channels. <input type="checkbox"/> Adaptability and willingness to stay updated on industry trends and best practices.
<p>Desirable Criteria</p>	<p>Benefits:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Company events <p>Schedule:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Monday to Friday <p>Supplemental pay types:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Performance bonus <input type="checkbox"/> Signing bonus <p>Licence/Certification:</p> <ul style="list-style-type: none"> <input type="checkbox"/> Driving Licence (required) <p>Work authorisation:</p> <ul style="list-style-type: none"> <input type="checkbox"/> United Kingdom (required) <p>Willingness to travel:</p> <ul style="list-style-type: none"> <input type="checkbox"/> 50% (required) <p>Work Location: Hybrid remote in Swansea</p>
<p>Note</p>	<p>This job description is not exhaustive and may include other related duties as negotiated to meet the ongoing needs of our organisation. If you are passionate about leveraging digital marketing to drive business growth and innovation, we would love to hear from you. Join us at API and be part of our mission to revolutionise industries sustainably.</p>
<p>Additional Information</p>	<p>For further information about the role, please send your enquiries to: info@algae-products.com</p>