



Trainee Digital Marketing Executive

Employer: Zelst Limited

Position: Trainee Digital Marketing Executive

Website: <https://www.zelst.co.uk/>

Contract Type: Permanent

Contract Hours: Full Time

Salary: Competitive

Location: Central Harrogate

Key Responsibilities:

The role reports to the Account Manager and consists of assisting them, and other members of the team, by carrying out the following responsibilities:

- Creating content for a diverse range of clients in a number of industries. This will include blog posts, buying guides, opinion pieces, promotions, infographics, presentations, newsletters, case studies and more.
- Performing extensive keyword, competitor and market analyses for clients and prospective clients.
- Measuring the success of written content using analytics software.
- Results reporting and data analysis for client reports and internal use in campaign planning and pitches for new business.
- Assisting with the preparation and creation of written SEO recommendations for our clients.
- Modifying and creating HTML pages.
- Writing and modifying copy.
- Using Twitter, LinkedIn, Facebook and Instagram.
- Communicating with clients, partners and website owners.

www.zelst.co.uk | info@zelst.co.uk | 01423 701 711

**Zelst Limited | First Floor | York House | 10 Haywra Street |
Harrogate | North Yorkshire | England | HG1 5BJ**



Who we are looking for...

- We're looking for someone who is passionate and enthusiastic and who can show creativity and initiative in their work.

Essential skills –

- Excellent Microsoft Office, in particular Excel, skills.
- Excellent standards of written and spoken English.
- Confident and effective communicator, able to convey complex ideas both verbally and in impeccable written English.
- Educated to A level standard; preferably having studied a business, marketing or computing related subject.

Personality:

- A creative person who always looks at new projects with an innovative eye and can always bring new ideas and a fresh perspective on content.
- A self-motivated individual who is able to crack on with work when required and committed and interested in the content they are creating.
- An organised person who can manage their workload in a clear and coherent way.
- Keeping all your work in ship-shape is a must with a range of clients to look after, so time-management is key.
- Has an insatiable appetite for learning and is committed to develop both personally and professionally.

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