

# Candidate Brief

Digital Marketing Manager (LS) – Netex Learning



# About us

For more than two decades we have been developing training solutions for the corporate sector, healthcare, universities, business schools and EdTech sector.

Our purpose is to improve people's lives through training. This guides all our decisions, from the creation of our products to the relationships we develop with our customers.

Our mission is clear: to become a world leader in the online training sector.



# About the role

**Title:** Digital Marketing Manager (LS)

**Location:** Leeds/London Hybrid (regular travel required)

**Salary:** Up to £50,000 D.O.E

**Hours:** 37.5 Mon to Fri

**Space:** Business and Marketing – Learning Solutions

## Key Responsibilities:

As Digital Marketing Manager (LS) at Netex, you will hold a pivotal role in implementing and delivering the success of our overall digital marketing strategy in the UK, as well as other English-speaking markets. Your expertise in digital technologies and diverse digital marketing channels will be crucial in achieving key business goals and objectives. This is a senior-level position that demands substantial experience in digital marketing, particularly in SEO and related disciplines.

# About the candidate

## Required:

- Significant experience as a Senior Digital Marketing Specialist or equivalent.
- Proven track record in developing and implementing successful digital marketing strategies.
- Excellent knowledge of various digital marketing channels.
- Hands-on experience with SEO/SEM, Google Analytics, and CRM software.
- Familiarity with web design principles.

## Desired:

- BSc degree in Marketing, Digital Technologies, or a relevant field.
- Qualification or accreditation in a relevant field.
- Spanish language Skills

## Personal Attributes:

- Accountability and ability to work autonomously.
- Strong critical thinking and problem-solving skills.
- Emphasis on collaboration and teamwork.
- Effective time-management and prioritization skills.
- Excellent interpersonal and communication skills.
- Resilient and adaptable.
- Personal values aligned with Netex core values.





# Working with us

## **Culture**

- Clear values
- Sports and Social
- Honesty and Integrity
- Regular Communications
- Supportive Teams

## **Benefits**

- Access to content
- EAP
- Healthcare
- Paid Sick leave
- Free Parking

## **Career**

- Internal Training
- External Training
- Ongoing PDP's
- Succession Plans

## **Work Environment**

- Recognition
- Role Definition
- Autonomy
- Flexible Working
- Growing Business
- Casual Environment

## **Compensation**

- Competitive Salaries
- Transparent and Fair
- Annual pay review

# How to apply

If you have any further questions relating to the role or the recruitment process, please email:

**[Georgina.Curlett@Netexlearning.com](mailto:Georgina.Curlett@Netexlearning.com)**

or

**[Graeme.Tucker@Netexlearning.com](mailto:Graeme.Tucker@Netexlearning.com)**

To apply for this role please email a cover letter and an up-to-date CV as well as where you heard about the role to:

**[Careers@Netexlearning.com](mailto:Careers@Netexlearning.com)**

