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# Digital Marketing Executive

## Job Description

**Reports to:** Head of Marketing

## Company Core Values

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At Widgit, we're proud to be a purpose-driven software company and Certified B Corp. Putting people before profit, we're committed to making a positive difference to the communities we serve, and the planet we call home.

Our core values of integrity, kindness and quality shape everything we do. Whether we're designing symbol-supported resources, supporting schools, or working together as a team, we expect everyone to reflect these values in their day-to-day work.

Being a B Corp means we believe business should be a force for good. We want our work to have a lasting, positive impact, not just for those we work with now, but for future generations too. That's why we aim to operate with care, respect, and consideration for others, in everything we do.

We ask all team members to bring a positive, thoughtful attitude to their work, both inside and outside the office, so we may continue to grow a culture we're proud of and make a real difference through our products and practices.

## Job Purpose

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The Digital Marketing Executive will play a key role in executing Widgit's digital marketing strategy, supporting the growth of brand awareness, customer engagement, and lead generation across UK and international markets.

This role blends creative content production with hands-on digital execution, requiring a proactive individual who can deliver high-quality campaigns, optimise performance using data, and contribute to continuous improvement across all digital channels.

## Main Duties

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The primary focus of the role is to drive high-quality digital engagement and pipeline growth through content-led marketing, with particular emphasis on:

- Creating impactful, accessible, and engaging video and visual content

- Managing and optimising digital channels (social, website, email)
- Supporting demand generation campaigns aligned to commercial priorities
- Using data and insights to improve campaign performance and user experience
- Ensuring all digital activity reflects Widgeit's brand, values, and accessibility standards

This role will be instrumental in strengthening Widgeit's digital presence and supporting the customer journey, from awareness through to conversion and retention.

## Key Responsibilities

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### Content Creation

- Plan, create, and deliver high-quality digital content (video, graphics, landing pages, blogs) aligned to campaign objectives.
- Produce engaging video content (e.g. product demos, tutorials, customer stories, short-form social content) tailored to different channels and audiences.
- Support the execution of integrated marketing campaigns to promote products, features, and initiatives.
- Ensure all content is consistent with Widgeit brand guidelines and accessibility principles.

### Email Marketing and CRM Support

- Support email campaign delivery, including content creation, building, testing, and scheduling.
- Assist with audience segmentation and targeting strategies to improve engagement and conversion.
- Ensure all email activity complies with GDPR and data protection standards.
- Contribute to nurturing workflows and lifecycle marketing initiatives.

### Social Media

- Support the management and growth of Widgeit's presence across LinkedIn, Facebook, Instagram, and YouTube.
- Help develop and schedule engaging, audience-focused content aligned to marketing campaigns and key themes.
- Monitor engagement, respond to comments, and foster an active online community.
- Identify opportunities to increase reach and engagement (organic and paid).

### Website Management and User Experience

- Maintain and update website content across Widgeit's current website platform, ensuring accuracy, usability, and SEO optimisation.
- Use HTML/CSS to implement content updates, landing pages, and website enhancements where required, while supporting the transition to a new CMS platform.
- Support ongoing website development, including campaign pages, content improvements, and optimisation projects.
- Contribute to continuous improvements in user journey, engagement, and conversion rates.

### Collaboration and Continuous Improvement

- Work closely with the Head of Marketing and wider team to support campaign planning and execution.

- Collaborate with internal stakeholders (e.g. Product, Education, Customer Success) to align messaging and priorities.
- Stay up to date with digital marketing trends, tools, and best practices.
- Proactively suggest new ideas to improve performance, efficiency, and creativity.

## Person Specification

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### Skills and knowledge

#### Essential

- Proven experience in developing and executing successful digital marketing campaigns.
- Strong skills in video creation/editing (e.g. short-form, social-first content) with tools such as Camtasia.
- Proficiency in design tools such as Canva and / or Adobe Creative Suite.
- Knowledge of HTML, CSS, and JavaScript.
- Experience using CMS platforms.
- Experience with analytics tools (e.g. Matomo, Google Analytics).
- Familiarity with email marketing tools (e.g. Mailchimp, DotDigital).
- Strong communication skills (written and verbal).
- Ability to prioritise workload and meet deadlines.

#### Desirable

- Experience in the EdTech sector or adjacent education / technology markets.
- Understanding of customer journey mapping and funnel optimisation.
- Experience supporting lead generation or demand generation campaigns.
- Awareness of SEO principles and content optimisation techniques.

### Characteristics

- Creative and proactive, with a willingness to bring new ideas.
- Collaborative team player with a positive attitude.
- Organised and able to manage multiple tasks and deadlines.
- Detail-oriented with a strong focus on quality.
- Curious and keen to learn and develop new skills.
- Strong alignment with Widgit's values of integrity, kindness, and quality.