



Digital Marketing Executive

Role Reports to	Marketing Manager
Full/part time	Full time
Location	Summertown, Oxford (minimum 3 days per week) / remote working
Closing date	17 March 2023

About Diligencia

Diligencia helps customers from around the world to find essential information on organisations registered in Africa and the wider Middle East, drawing from primary sources that are otherwise hard to find. Using our curated data, we enable our clients to effectively manage their compliance obligations, market strategies and counterparty risks in the MEA region.

Established in 2008, we combine advanced technology and human insight to extract and collate unstructured data on companies in territories where public domain information is not readily available. Clients rely on the combination of our technical retrieval skills and data curation to establish unequivocal facts upon which corporate intelligence is built and decisions become more informed. Headquartered in Oxford, Diligencia also has offices in Tangier, Morocco and Dubai in the UAE, which support our data gathering activities across the region. In total the group currently has 70 employees representing 14 nationalities.

Our values

What we believe and how this informs our daily decision making:

- **Clarity** – our guiding philosophy informing everything we do, from the quality of our information, how we communicate and what we enable our clients with i.e. enabling clarity in their decision making.
- **Authenticity** – our information is authentic because we go to original and official data sources to establish unequivocal facts. We also strive to be authentic, open, and honest in our relationships with each other internally, and the clients and partners we work closely with; we provide information on emerging markets, which we believe should be easily and openly accessible to everyone.
- **Tenacity** – we have had to work hard to build our database, tying together data from several different sources, sometimes entering it manually. Our company history therefore speaks of tenacity, the same kind of tenacity and attention to detail all our employees show when they go about their research.
- **Relationships** – the relationships between the subjects on our database unlock the power of our information; the relationships we have with our clients, our employees, our suppliers, and our host governments are also key to our future success.



Job purpose

Working directly with our Marketing Manager, the role of the Digital Marketing Executive is to support the successful execution of Diligencia's marketing plan, with a specific focus on the digital elements, in line with the agreed marketing budget and to achieve pre-agreed targets.

The principal responsibilities are as follows:

- Develop our digital content strategy so that we can implement an inbound marketing approach to winning new clients and followers
- Copy writing for adverts, news stories, social media, emails, videos and campaign landing pages
- Deliver lead generation campaigns and help nurture leads through to conversion; understand how to use marketing automation and e-marketing to assist in the process
- Use digital marketing strategies (including SEO, keywords, meta descriptions & improved navigation) to maximise traffic and lead generation to our websites
- Update the Diligencia websites (English, French, Chinese and Arabic), including the creation of new landing pages, forms and pop-ups, as well as uploading blogs, case studies and podcasts using HubSpot's CMS tools
- Create and implement a social media calendar and schedule future posts using Hubspot (to LinkedIn, Twitter and the sales team's individual LinkedIn profiles)
- Create imagery for the Diligencia website, paid advertising, and organic social media, as well as videos for use on social media (we currently use Canva as our design tool)
- Support the sales team with inbound marketing activity, automation, email sequences and reporting to maximise the use of HubSpot and to ensure alignment when it comes to using HubSpot properties such as life cycle stages, sources and lead status
- Keep abreast of HubSpot developments and best practice to ensure Diligencia can benefit from the full range of system features
- Together with other members of the team, oversee and direct the work of the various external agencies that Diligencia engages, now and in the future
- Monitor activity (using HubSpot and Google Analytics 4), present results and recommend improvements to the Commercial Director and Marketing Manager.

Skills / competencies

- A graduate, with experience of B2B digital marketing
- Up-to-date knowledge of current marketing trends along with experience using GA4, a CRM system (ideally HubSpot), managing campaigns, social media platforms and eMarketing
- Excellent verbal and written communication skills
- Proficiency in Microsoft Office
- Ability to multi-task and to cope well with short deadlines
- An interest in the Middle East and Africa would be an advantage but not a requirement.

There is clearly an investigative thread to what we do, which will suit self-starters with a natural curiosity, an analytical mind and an interest in writing well. Tenacity and a sense of humour are also desirable qualities.

Benefits

Diligencia is a forward-thinking company which offers a competitive package, including:

- Competitive base salary
- Company annual bonus scheme
- Entry into the Enterprise Management Incentive (EMI) share option scheme
- Life assurance at 4x salary



- Contributory workplace pension scheme
- 25 days annual leave
- Private health scheme

How to apply

Thank you for your interest in working at Diligencia.

Please send a copy of your CV and a covering letter to careers@diligenciagroup.com

We will be in touch shortly if there is a suitable position available for you.

Unfortunately, it is not possible to respond to all applications due to the number we receive. If you do not hear from us, regrettably your application has been unsuccessful. We wish you all the best with your employment search.