



Digital Marketing Manager – Edinburgh

Full Time : 37.5 hours per week (8.30am – 5pm)

Duration : Permanent

We have an exciting new opportunity for an experienced Digital Marketing Manager to join our Team in our HQ Office, based in McDonald Road, Edinburgh.

This is a new role which will initially involve conducting a full analysis of our Website, Social Media exposure and impact, campaigns and our overall effectiveness and awareness with a view to creating, developing and implementing a coherent digital marketing strategy to successfully promote Capital Document Solutions across our 4 main branches, and support our Sales teams by generating and managing relevant and timely marketing campaigns that differentiate our company within the industry and add value to our proposition in the eyes of our existing and prospective clients.

This forward-thinking marketing strategy is likely to incorporate updating and modernising our Website, with messaging and imagery to fully reflect the core services the company offers and create new business and commercial opportunities by delivering traffic to our platform, with analytics being used to track and measure website and social channel impact and effectiveness.

The role will involve taking the lead in all marketing development for the company, ensuring a consistency of approach throughout our branches, with all marketing activities continually endorsing our ethics, values, standards and objectives.

You will work with the Marketing teams of our main suppliers – Ricoh, Canon, Konica Minolta, and Laserfiche - to generate unique content and liaise with them for technical copy to establish Capital Document Solutions as an authority in the market and ensure that high quality and relevant content is regularly and consistently posted.

Success in the role will be measured by the return on investment achieved through the generation of additional quality sales opportunities which flow from the marketing strategy.

Main Benefits/ Conditions

- Competitive salary dependent on experience
- Main working hours: 37.5 hours per week
- Auto enrolment into the company pension scheme with minimum personal contribution of 5% matched by a maximum company contribution of 4% after 3 months service
- ISO 9001:2015 (Quality), ISO 14001: 2015 (Environmental), ISO 27001 (Security); Cyber Essentials accredited Company

If you think you have the potential to excel in this role, please send your CV and a covering letter telling us why to: Linda Ferguson, HR Advisor at lferguson@capital-solutions.co.uk.