

Digital Marketing Officer (full time)

We have a **unique and exciting opportunity for an enthusiastic individual** who is looking to expand their skills and develop a rewarding career delivering **proactive and effective communications on a global scale.**

The **International Egg Commission** (IEC) represents the global egg industry, advocating for **innovation, sustainability, and growth.** Our mission is to enhance egg production and consumption worldwide through **shared knowledge, global collaboration, and impactful initiatives.** As we move forward with our vision, we're looking for a dynamic **Digital Marketing Officer** to elevate our online presence and drive engagement across digital channels.

This varied and evolving role will see you join our **dynamic team, based at our head office** in the **picturesque Shropshire countryside.**

The successful candidate will support the delivery of the organisation's global communication activities across **internal and external channels.** You will enjoy **presenting messages in a creative way** while writing for a range of mediums, including our **social media channels, newsletters, and website.**

This is an **ideal position** for someone looking to take the next step in their communications career. We will support you in **developing your knowledge and expertise** in an international environment, with great opportunities for **career growth and professional development.**

If you are a **team player** with **good organisational skills** and a **high attention to detail,** we would love to hear from you!

About the role

This **varied role** will see you perform a wide range of day-to-day activities, including:

- **Researching, writing and editing impactful copy** that can be used across a range of channels, including **website news stories, blogs, social media posts and e-newsletters.**
- Developing a wide variety of **on-brand creative visuals** to complement written communications.
- Supporting the execution of our **social media engagement strategy,** helping to find new ways to **boost reach and engagement** across different channels.
- Assisting the planning and delivery of global communications which **promote World Egg Day.**
- **Gathering and disseminating information internally** to ensure the team is aware of updates, news and events.
- **Fact-checking and proofreading** all outgoing communication material.
- Supporting the wider team where needed.

Your knowledge and skills

Essential

- **Articulate, engaging and accurate communication skills**, both written and verbal, with the ability to communicate confidently and effectively with a wide variety of stakeholders.
- **Excellent organisational skills**, with the ability to plan, prioritise and manage multiple tasks simultaneously to meet deadlines independently.
- **Strong digital communications and IT skills**, with experience of writing content for social media channels, including Twitter, Facebook, Instagram and LinkedIn.
- **Great attention to detail**, particularly regarding visual presentation, grammar, and punctuation.
- **Diligent, conscientious, and reliable.**

Desirable

- **Good news sense**, with interest in current affairs and emerging communications ideas.
- Experience using **Website CMS (Wordpress)** and **Canva** would be an advantage, but full training can be provided.

Benefits of working with us

- Holiday scale of 28-38 days (including bank holidays) depending on your role, level of overseas travel and length of service.
- Opportunity to work closely with leading global entrepreneurs.
- Professional development investment and growth opportunities.
- Welcoming and supportive atmosphere with a talented and motivated team.
- Quarterly team outings and lunches.
- Rural office base.

Line Management: This position reports to the Communications Manager.

Overseas travel: Opportunities may be available but are not essential to the role.

Location: Near Church Stretton, Shropshire.

Starting salary: £24,000 - £27,000.

Application Process

To apply, please send a full CV and covering letter detailing what you can bring to the advertised role to info@internationalegg.com by **midday on Friday 25 October** with the job title you are applying for as the subject line.

- Applications must include a covering letter (of no more than 2 sides of A4) and CV.
- Recruitment for most roles will be undertaken on a rolling basis, so please submit your application as soon as possible.
- Please note that incomplete applications will not be considered.
- Only shortlisted candidates will be contacted.
- Applicants must have the right to work in the UK.

Please note we reserve the right to close this advertisement early if we receive a high volume of suitable applications.