

DIGITAL COMMUNICATIONS OFFICER

Location:	London/Manchester
Job Hours:	35hrs
Company:	Euler Hermes UK
Salary:	Depending on experience plus flexitime, non contributory pension, share incentive scheme, discounted gym membership, discounted healthcare and additional benefits

The Experts in Credit Management

Euler Hermes UK has been in business since 1918 and is part of the global leader in credit insurance Euler Hermes with presence in over 50 countries and 52,000 clients worldwide. Euler Hermes UK is part of the Euler Hermes Group and the Allianz Group.

We are a leading company in the provision of credit management solutions, a specialised field but one that is critical for the well-being of UK businesses. Credit Insurance secures trade by providing cover against bad debt should a customer become insolvent or default on payment. Our other services include credit opinions and UK and international commercial debt collections.

Summary of Role

We are seeking a marketing professional who specialises in digital communications to work within our established marketing team. There are a number of exciting new and ongoing projects which will need to be completed to a high standard by this competent individual. Experience of managing output from Creative Agencies within budget is essential along with monitoring of social media/web analytics and metrics and positive evolution of web traffic in order to increase the Euler Hermes UK web profile.

- Responsibilities:**
- Plan, design and deliver online communications
 - Project development: budgeting, planning and management

- Work with creative/digital agencies including briefing, feedback and evaluation
- Copywriting for communications
- Update and edit a variety of multimedia content
- Create new key digital communication channels
- Raise digital standards based on best practice
- To keep up to date with new and emerging trends in digital and search marketing
- Become brand guardian for all digital communications
- Support and advise Communications colleagues and other internal stakeholders
- Work with internal staff to ensure satisfaction with project-related on-line communication
- Develop a fledging social media strategy and maintain presence for Euler Hermes on social networking platforms in line with company strategy and corporate guidelines
- Work with Regional and Group Communications to ensure on-line communications are delivered in line with company strategy and corporate guidelines
- Corporate Reputation management
- Track and analyze communications activities as required
- Other communication duties as required

Requirements & Key Skills:

- Qualified to degree level.
- Excellent written and verbal communications skills.
- Excellent writing skills, creative flair and experience of editing material provided by others
- Experience of implementing digital communications projects.
- Knowledge of search engine optimisation including keyword research
- Naturally collaborative - someone who enjoys working within teams but without losing the ability to be a self-starter and work autonomously

Contact Details:

Company: Euler Hermes UK, 1 Canada Square, London, E14 5DX

Email: Please apply with full CV and current salary

details quoting the job title and reference number to recruitment@eulerhermes.com

Internal: Please ensure that you cc your line manager in to your application email.

End Date: 22th February 2012