

JOIN OUR TEAM

Senior Digital Marketing Executive

Location: Remote, full-time

Salary: £30k-£35k, dependent on experience

Hours: Full time - 35 hours per week

The Role

As our Senior Digital Marketing Executive, you will be instrumental in growing Rippl's digital presence. You'll oversee our digital channels, increase our brand visibility and drive engagement with our diverse target audience through creative, multi-channel campaigns.

Reporting to the Head of Marketing, you'll work closely alongside the Sales team to support in ensuring we achieve our lead generation goals.

- **Digital marketing strategy:** Own and execute high-quality digital marketing campaigns across a breadth of channels in line with quarterly targets and in line with budget.
- **SEO:** Play a key role in leading our SEO strategy, with a strong focus on elevating Rippl's site performance, health and domain rating, alongside delivering our link building and keyword strategy.
- **Paid advertising:** Plan and execute paid campaigns through Google and LinkedIn, manage advertising budget and perform competitor and keyword analysis.
- **Email marketing:** Design and execute Rippl's email marketing strategy, maintaining engagement rates and overall domain health.
- **Social media:** Plan monthly content calendars for Rippl's social accounts including LinkedIn, Facebook, Twitter, and explore new platforms to launch. Drive wider community engagement to grow Rippl's social presence and page following.
- **Data management:** Manage lead data in HubSpot, cleanse email marketing lists, set up data workflows and segment audiences aligned to Rippl's buyer personas.



- **Website content:** Support in maintaining and updating Rippl's site content via WordPress and contribute ideas for website enhancements.
- **Brand maintenance:** Play an active role in maintaining Rippl's visual and written brand across all external channels, acting as brand guardian.

Skills & Experience

- Proven experience (minimum 3-5 years) in digital marketing, preferably in the software or technology sector.
- Proficiency in HubSpot, Google Ads, LinkedIn Ads, and SEO tools.
- Strong understanding of email marketing, social media management, content creation, and brand stewardship.
- Creative and strategic thinking with an ability to evidence measurable impact from digital marketing campaigns.
- Forward-thinking, excellent communication and a natural team player.
- Graphic design skills would be an added bonus!

Company & Culture

You'll join a fun, dynamic team who value innovation, creativity and delivering results. At Rippl, we're proud to be changing the face of workplace engagement – if you want to join our mission and drive real impact, we'd love to hear from you.

You'll also benefit from a range of perks including:

- 35-hour work week & 27 days of annual leave.
- Regular company socials and team get-togethers.
- Flexible working around our core hours of 10am–4pm.
- 4% employee and 4% employer workplace pension.
- Wellbeing support: 24/7 access to a GP, Counselling Service, Mental Health First Aiders, Cycle to Work scheme, and Eye Test Vouchers.
- Plus benefits such as exclusive retail, travel & experience discounts and a Green Vehicle Lease Scheme.

