



# We're **hiring!**

Join our team

A background image showing a group of people's hands stacked in a circle, symbolizing teamwork. A large blue curved shape is overlaid on the top half of the image.

**Digital Marketing  
Executive**

Role: Digital Marketing executive

Based: Homebased with occasional travel to Warrington Head Office

Reporting To: Account Director

## About Us

PAM Wellbeing provides proactive and reactive mental health solutions to a range of multi-national clients in the private sector and public sector organisations. The business is privately owned by its directors who have a wealth of experience in providing occupational health services, employment law and business management. This allows empathy and understanding of both the challenges and the requirements of our clients. The strengths of this joined up approach are therefore in the service, which is clear, pragmatic, and wholly aligned to the client's requirements.

PAM Wellbeing delivers to a wide variety of UK based clients (Private and Public sector) offering counselling, CBT, EMDR, training, mediation, trauma support, and EAP services.

We are committed to putting our colleagues first and believe that a satisfied and motivated team best serves our clients.

## Role

We are currently looking to employ an experienced Digital Marketing Executive to join our team, the role will be homebased but will involve occasional travel to our Head Office in Warrington.

- ❖ Designing and publishing articles and content for existing websites and social media platforms
- ❖ Manage and update website as required
- ❖ Liaise with clients regarding campaigns they want to run and update their home page with suitable content
- ❖ Provide regular feedback to team on campaign effectiveness and response analysis
- ❖ Constantly monitor progress highlighting areas for concern or success making recommendations for improvements
- ❖ Analyse patterns and trends throughout the execution of each campaign
- ❖ Continually update website and social media to engage new and existing users

This role is conditional on passing a DBS check.

## About You

- ❖ Previous marketing experience is essential, ideally within a commercial environment
- ❖ Excellent communication and organisational skills
- ❖ Experience using content management systems
- ❖ Experience using Adobe Software package
- ❖ You must have the ability to use your own initiative
- ❖ The ability to manage conflicting demands and meet deadlines
- ❖ Be comfortable both working alone and within a team

## Our Values

At PAM we are passionate about people and delivering our Everyday Things That Matter Values and Behaviours to our customers and our colleagues. Our cultural philosophy is based on putting our people first, creating high

If you're looking for your next career move and are wanting to work with a rewarding company, please get in touch with our Recruitment department for a confidential chat about joining the PAM Team. [Recruitment@pamgroup.co.uk](mailto:Recruitment@pamgroup.co.uk)

performing teams who deliver great services for our clients.

We're looking for driven and ambitious professionals to join our team, who are just as passionate about our philosophy and values as we are:

- ❖ Hard Work & Enthusiasm; we believe hard work should be rewarded, we go the extra mile to achieve our goals and support each other and enthusiasm and passion are part of our DNA.
- ❖ Teamwork & Friendship; our colleagues share a sense of belonging; we understand collaborative working means better decisions making and we support each other to achieve common goals.
- ❖ Loyalty & Improvement; we are dedicated to personal and professional development. Our PAM Academy mentors' colleagues and provides support to help you be the best you can through offering a wide range of CPD opportunities.

## **Employee Benefits**

- ❖ We pay your auto-enrolment pension contribution of 8%, you can also make enhanced contributions which are matched up to 5%
- ❖ You will have a life insurance scheme valued at 4 x your annual salary
- ❖ 33 days annual leave including bank holidays
- ❖ Health Cash Plan Scheme, which covers you for things like Opticians, Dental Treatment and even Physio if needed!
- ❖ Flexible Working Hours
- ❖ Access to a 24/7 EAP Counselling line and a 24/7 GP line
- ❖ Amazing discounts on things like food and drink, retail and days out, all through our rewards scheme.
- ❖ Support with training and development

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