



We're **hiring!**

Join our team

A large, curved blue banner separates the top text from a background image of many hands stacked in a circle, symbolizing teamwork. The hands are of various skin tones and are wearing different colored sleeves and watches.

Digital Marketing Lead

Overview:

Role: Digital Marketing Lead
Reporting to: Head of SEO
Location: Homebased & Aintree

PAM Group are a specialist preventative healthcare business operating throughout the UK. The business was formed in 2004 starting in occupational health but has expanded into psychological health, health assessments and neurodiversity assessments.

We are a UK operator with 27 clinics throughout the UK and employ circa 600 colleagues. Our businesses autonomous and focused in their niche sectors, they are successful and we are embarking on a significant expansion plan to maximise our current resources and expand our services.

Our Business Unit PAM Health sells online products and services aimed at the physiotherapy, ergonomic and healthcare sectors. This business has grown recently through acquisition and we are now looking to drive it sales and brand awareness

Role

We're looking for a Digital Marketing Lead who combines an intense passion for achieving results with hands on ability to drive digital presence. Be the person who elevates our online brands and consistently drives sales. With big expansion plans in you will be driving awareness to new audiences, and building upon our already strong online community, something that is central to our brand. This is a new role for us, so you'll have the opportunity to truly shape it and elevate digital in our business.

- ❖ Create a strong, inspiring and long-term digital plan that ensures growth and profitable returns
- ❖ Manage the website and online experience, including content updates and optimisation of traffic, conversion and average order volume
- ❖ Develop and manage the content marketing plan
- ❖ Deliver SEO improvements
- ❖ Plan and execute Google Ad campaigns
- ❖ Set up email marketing and then plan, coordinate and deliver compelling email programmes
- ❖ Post content and manage communities across various social media channels
- ❖ Maintain a pulse on trends, industry happenings and the competitive marketplace
- ❖ Measure, evaluate and provide reporting on all digital marketing initiatives

About You

You'll have 5+ years' experience as a Digital Marketing & SEO role and a proven track record of delivering digital solutions that drive sales and generate a visible return on investment. You must showcase a high level of hands-on experience across all digital channels and work well cross functionally. You'll be someone who tackles everything with drive and energy, with an eye on the bottom line.

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 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:

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

- ❖ 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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