## Logo, company name  Description automatically generatedZedify

The Bike Depot

140 Cowley Road

Cambridge

CB4 0DL

hello@zedify.co.uk

www.zedify.co.uk

## Application pack for the post of Digital and Social Marketing Executive

Dear Applicant,

Many thanks for your enquiry about the above position.

Please find attached a job description. If you think this job is suitable and you can share our ethos, please apply by completing and returning your application along with a current CV by email to: hello@zedify.co.uk.

We will contact you within 3 weeks of your application.

Many thanks for your interest; we look forward to hearing back from you.

Yours faithfully,

Sam Keam

CMO

Zedify

DIGITAL AND SOCIAL MARKETING EXECUTIVE P/T, ZEDIFY

# Job Description

**Employer:** Outspoken Logistics Ltd T/A Zedify

**Base:** Remote (with expectation of travel to meetings)

Pay: Competitive

Hours: Part time position

## About Zedify

Zedify is on a mission to transform urban logistics and create healthier, more liveable cities of the future.

Our unique system for consolidated, zero emission deliveries is changing the way first and last mile deliveries are done in cities. Our electric cargo bikes and hyperlocal microhubs help reduce congestion and pollution, making urban areas better places to live and work.

The delivery experience is often the only human interaction with a brand so it’s essential this is a positive experience. By choosing Zedify’s ethical, environmentally friendly service our clients have a valuable and highly visible opportunity to promote the values which are important to their business.

**The job**

We are seeking a dynamic and engaged digital and social marketing executive to provide support to Zedify’s central team and licensees at our regional microhubs. This role will be responsible for raising awareness of the Zedify brand and driving commercial growth via digital and social channels.

You will have responsibility for auditing, setting up, managing and optimising selected licensees' social accounts and campaigns. You’ll work closely with the Head of Marketing developing the Zedify Central accounts, and assisting with reporting and performance analysis.

You will be part of our central team reporting to the Head of Marketing but you will be working closely with specific regional microhub licensees, liaising with them directly.

At Zedify we welcome applications from every part of the community regardless of gender, age, sexual orientation, race or disability.

## What you’ll be doing

* Working with the Head of Marketing, develop Zedify Central’s organic and paid social calendar
* Zedify Central’s paid social budget and ad manager; monitoring and optimising ad performance
* Provide monthly performance analysis reporting which demonstrates we're achieving set ROI
* Make recommendations and then manage any other digital advertising
* Together with the Head of Marketing you'll boost organic social performance and increase engagement across Zedify Central’s platforms
* Manage specific regional microhub licensees' social media channels in line with a robust editorial calendar, ensuring a steady drumbeat of regular high quality multi-format content to raise brand awareness and generate new leads
* Increasing and optimising site traffic through SEO and PPC
* Be a proactive member of the marketing team, staying abreast of industry and sustainability trends and developments

**The skills we're looking for in you**

* Excellent analytical skills and knowledge of digital media and social platforms
* Excellent communication skills, both verbal and written
* Diverse knowledge of digital marketing techniques;  experience of tools used to improve social media presence
* Experience of working with a wide variety of stakeholders to develop consistent, brand relevant, channel specific content
* Experience with marketing systems (For example, InDesign, image libraries, digital asset databases)
* Excited by the latest innovations in digital marketing and keen to keep up to date

## What it offers

You'll be joining a small but growing team, so you'll get plenty of early responsibility and the work you will do will immediately make a difference. We are building the sales, marketing and communication team and your expertise will be a valuable asset to it, helping to drive forwards our plans to roll out Zedify in cities across the UK.

APPLICATION FORM

|  |  |
| --- | --- |
| **Full Name:** |  |
| **Address:** |  |
| **Home telephone:** |  |
| **Mobile:** |  |
| **Email:** |  |
| **How did you hear about the job?** |  |
| **What days/hours of work would suit you best?** *(we are open to this role being part-time)* |  |
| **What are your salary expectations for this role?** |  |

# Employment history for Last 5 Years

Please let us know your employment history for the past five years

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| --- | --- |
| **Company Name:** |  |
| **Company Address:** |  |
| **Job Title:** |  |
| **Date From / To:** |  |  |
| **Contact Name:** |  |
| **Reason for Leaving:** |  |

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| **Company Address:** |  |
| **Job Title:** |  |
| **Date From / To:** |  |  |
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| **Company Address:** |  |
| **Job Title:** |  |
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| **Contact Name:** |  |
| **Reason for Leaving:** |  |

## Please answer the following questions:

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| **What has motivated you to apply for the role and why do you think you’d be good at it?** |
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| Please tell us one thing you think Zedify is doing well at and one thing we could be doing better? |
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| Are you entitled to enter or remain in the UK and undertake the work in question?*You will be required to provide proof of work eligibility* |
| **Yes / No** |

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| --- |
| Do we need to make any disability-related adjustments to allow you to take part in the recruitment process? |
| **Yes / No** |

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| --- |
| List any criminal convictions other than “spent” convictions. If none, state “None”.*The information provided will be confidential and will be considered only in relation to this application.* |
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| Privacy notice |
| We process personal data relating to those who apply for job vacancies with us or who send speculative job applications to us. We do this for employment purposes, to assist us in the selection of candidates for employment, and to assist in the running of the business. The personal data may include identifiers such as name, date of birth, personal characteristics such as gender, qualifications and previous employment history.We will not share any identifiable information about you with third parties without your consent unless the law allows or requires us to do so. The personal data provided during an application process will be retained for a period of at least six months or, if required by law, for as long as is required. |

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| **Declaration**The information I have provided is true. I understand that any job offer made on the basis of untrue or misleading information may be withdrawn or my employment terminated. |
| **Signature:***(Digital is ok)*  | **Date:** |

## Please email this form to us: hello@zedify.co.uk