

Position Description

Position: Senior Digital Marketing Specialist

Department: Marketing

Reports to: Director of Marketing

Direct Reports: None

Role Purpose	As Enatel’s Senior Digital Marketing Specialist, you will help set up and run our digital marketing tools and campaigns. Your focus will be on making sure our systems work well together, tracking how our marketing is performing, and finding ways to improve it. You’ll analyse digital performance, help launch paid campaigns, and look for new growth opportunities. You will collaborate with our internal agency to develop ideas and ensure effective execution. You are responsible for bridging digital platforms and cross-functional teams to support organizational objectives. This position demands extensive expertise in marketing technology and product marketing, as well as the capacity to operate independently while fostering collaboration across various departments. Strong communication skills and the ability to influence stakeholders at all levels are critical for success.
Key Success Outcomes	Digital Strategy & Execution: Develop, launch, and optimise digital marketing strategies, company websites, and paid media campaigns that consistently drive measurable growth, deliver clear attribution, and achieve strong ROI. Marketing Technology: Integrate and optimise Enatel’s marketing technology stack to enable reliable data flow and accurate performance reporting that supports business growth. Analytics & Reporting: Deliver actionable insights to the business, enabling data-driven decisions that enhance marketing effectiveness. Distributor Marketing: Collaborate with BDRs and distributors on joint marketing initiatives that drive sales, strengthen market presence, and deliver shared ROI. Campaign Management: Lead the planning and execution of digital campaigns in partnership with content and communications, ensuring initiatives are delivered on time, on brand, and with measurable impact. Stakeholder Engagement: Foster strong cross-functional partnerships and provide clear, data-driven insights that align marketing efforts with business priorities and support strategic decision-making.



	Process & Workflow Optimization: Continuously optimise marketing processes and workflows to drive scalability, efficiency, and speed to market through clear documentation and smart automation.
Key Internal Relationships	• Director of Marketing • Content Marketing and Communication Specialist • Sales Director and BDR team • Senior Manager, Digital Marketing at our corporate office • The digital marketing experts at our corporate office
Key External Relationships	• Web development agency • Marketing agency • Distributor-side marketing teams

Key Requirements

Accountability Area	Desired Outcome/Achievement Indicators
Digital Strategy & Execution	• Deliver and execute a digital marketing strategy, ensuring alignment with Enatel's overarching business and growth objectives. • Own our online presence across our websites and industry networks, maximizing their SEO potential and performance. • Identify opportunities to optimise existing channels before investing in new ones. • Collaborate across teams (brand, sales, product, data/analytics global team) to build integrated campaigns and leverage corporate systems, tools, and processes for greater impact. • Stay informed on emerging digital trends, platforms, and best practices, applying insights to continuously refine strategies and maintain a competitive edge.
Marketing Technology & Systems	• Own the utilization of Enatel's digital marketing tech stack (e.g. GA4, WordPress VIP, Parsl.ey, Ceros, HubSpot). • Ensure data integrity and seamless flow between platforms to support end-to-end campaign execution, attribution, and reporting. • Partner with the corporate digital marketing team to continuously review and improve marketing technology tools, workflows, and automation to drive efficiency, accuracy, and ROI.
Analytics & Reporting	• Build, maintain, and continuously improve dashboards that track campaign performance, marketing KPIs, and ROI. • Analyse digital performance data to uncover trends, gaps, and opportunities, providing actionable recommendations. • Partner with marketing, product, and sales teams to translate insights into strategies that improve pipeline, engagement, and revenue outcomes.

	Establish consistent reporting frameworks and cadences to ensure stakeholders have visibility into marketing performance and business impact.
Campaign Management	- Collaborate with the Content Marketing and Communications Specialist to brief, develop, and launch digital campaigns that align with strategic priorities. - Oversee campaign timelines, budgets, and deliverables, ensuring projects are executed on time, within scope, and on brand. - Monitor and evaluate campaign performance, providing insights and recommendations to optimise future activity. - Ensure cross-functional alignment so campaigns are integrated across channels and resonate with target audiences.
Stakeholder Engagement	- Work closely with marketing, sales, product, and leadership teams to ensure digital marketing initiatives are aligned with business goals. - Present performance insights and strategic recommendations to stakeholders in a clear, concise, and actionable format. - Act as a trusted advisor by translating complex digital data into meaningful business outcomes. - Build collaborative relationships across teams to ensure marketing contributes to shared organisational priorities.
Process & Workflow Optimization	- Document and maintain standardised marketing workflows, ensuring consistency, scalability, and knowledge transfer. - Identify and implement process improvements that streamline execution and reduce bottlenecks. - Leverage automation tools and technology to minimise manual effort and accelerate campaign delivery. - Regularly review workflows and systems to ensure they remain fit for purpose as the business and marketing needs evolve.

Other duties:

- Upholds the company values.
- Perform any other tasks as required by your Team Leader and/or the business.
- Contributes to the achievements of department goals and objectives.

Health & Safety:

- Ensuring all Health & Safety policies and rules are followed, with all tasks completed in a safety conscious manner.
- Maintaining a safe and clean working environment by complying with Enatel Policy and Procedures.
- Leads by example in all matters relating to Health & Safety.

Environmental:

Enatel is committed to minimising the environmental impact of our operations and products.

- Ensuring Environmental policies and processes are followed.

Person Specification:

	Essential	Desirable
Competencies	• Clear Communicator: Crafts and conveys messages that are simple, compelling, and aligned with brand voice. • Strategic Thinker: Connects their work to broader marketing and business goals. • Customer-Centric: Uses insights to shape campaigns that resonates with target audiences. • Collaborative: Works effectively across teams and with external partners. • Organised & Detail-Oriented: Manages multiple work streams and deadlines with precision. • Proactive: Identifies and drives growth opportunities independently. • Analytical: Evaluates marketing performance using data and applies insights to improve outcomes.	• Storyteller: Brings brand and product narratives to life through engaging, audience-relevant content. • Process Optimiser: Continuously improves content workflows and production efficiency. • User-orientated: has an eye for design and UX.
Skills, Experience & Knowledge	• Strong understanding of digital platforms (e.g. CRM, CMS, automation tools, analytics platforms). • Experience planning, launching and optimizing paid digital campaigns. • Strong organizational skills able to manage multiple deliverables at once. • Solid understanding of SEO and SEM strategies.	• Experience in B2B product marketing, ideally in a technical or industrial sector. • Familiarity with AI tools for marketing optimization. • Coding skills. • Account based marketing (ABM) experience a plus. • Exposure to international markets and experience adapting campaigns for global audiences. • Experience with customer journey mapping and full-funnel marketing.
Qualification / Licenses	N/A	• Bachelor's degree in commerce or communication