

# Job Description: Temporary Industrial Placement – Digital Marketing



**Department:** Central Marketing Team

**Job role overview:**

This role sits within Triumph's Global Marketing team and reports to the digital and social media manager. Triumph has a growing digital and social media presence with expansive plans to grow further with data and insight as the bedrock to decision making. Digital and social media will help in delivering the business' vision and this role is pivotal in delivering 'best in class' digital solutions as part of that strategy.

**Report to:** Website Manager

**Location:** Hinckley, Leicestershire

**Duties and responsibilities:**

- Deliver Global launches of new Triumph Motorcycles across the globe
- Updating the website for global launches of Triumph Motorcycles
- Website content editing. This includes improving the usability, design, and conversion of the company website
- Using data from the attribution model to deliver Website personalization, user experience and user testing
- Deploying new functionality and website build projects to meet customer needs
- Assisting with releases of new functionality
- Assigned key projects which the student will see through from start to finish. This will include strategy, planning, implementation and reporting on the outcome
- Communicating with the Global website team and assisting in 1st line support – using both Triumph's internal tracking system (SYSAID) and JIRA
- Understand and meet best in class SEO standards
- Producing Reporting / Analytics as requested by the Website Manager
- Optimise the digital customer journey based on analytics
- Assisting with bug fixing
- To undertake and assist with projects as required by your Manager
- Any other ad-hoc duties as required by your Manager

# Person Specification: Temporary Industrial Placement – Digital Marketing



	Essential	Desirable
<b>Qualifications and Attainments</b>	On track to achieve a 2:1 or a First Class Honours Degree in a relevant degree.	
<b>Professional Experience and Skills</b>	<p>Proficient in Microsoft Packages including Excel, Word and Outlook.</p> <p>A creative eye to support the content marketing of clothing and accessories on the main website.</p> <p>Strong business acumen.</p> <p>Energy, self-motivation and drive for results.</p> <p>Experience of analysing data and proven track record of making positive change.</p> <p>A strong team ethic.</p> <p>Exceptional organisational, time management, project management skills.</p> <p>Ability to cope with multiple projects at any one time, often working to tight deadlines.</p> <p>Excellent oral and written communications skills</p> <p>Meticulous attention to detail with a passion for continual improvement.</p> <p>Technically proficient to understand content management systems.</p> <p>Strong analytical skills. Ability to analyse data and present findings.</p>	Previous experience of working within an automotive /manufacturing environment.
<b>Personality and Motivation</b>	Self-motivated and resilient. Flexible and adaptable. Able to take instruction and work under pressure. Excellent communication skills, clear and concise written and verbal skills.	
<b>Appearance and Characteristics</b>	Well presented.	
<b>Circumstances</b>	Flexible on working hours.	