

Lynwood Court, Lynwood Village  
Rise Road, Ascot, Berkshire SL5 0FG  
Tel 01344 298 100

[www.ben.org.uk](http://www.ben.org.uk)

08/06/18



## Digital Marketing Executive

Based at Lynwood Village, Ascot  
35 hours per week

### About Ben

Ben is an independent charity, which provides support for life for the people of the automotive industry and their family dependents, focussed on delivering care and support to enable total health and wellbeing through working and later life.

Ben provides free and confidential advice and support focused on the four main areas of peoples' health and wellbeing: financial, physical mental and social, supporting people to manage their health proactively and overcome any challenges they face, at whatever stage of life, empowering them to make lasting, positive change.

### The role

As Digital Marketing Executive in the Marketing & Communications team, you will support our digital marketing activity to help grow our brand, our supporter base and increase engagement with individuals in the automotive industry. You'll work closely and collaboratively with colleagues in the team and across the organisation to deliver the best possible results for digital marketing campaigns. As a Digital Marketing Executive, you'll also support on the management of day-to-day digital marketing activity, this includes display advertising, social media, email, search engine marketing and content optimisation.

### Key responsibilities:

- Managing online advertising projects (social and PPC). Work with key stakeholders across the organisation to produce effective digital advertising content that is effective and agreed targets are achieved.
- Manage social media channels to grow audiences and increase engagement with the people we support. Work with key stakeholders across the organisation to produce effective digital content and creative, making sure it is consistent with our messaging, tone of voice and audience appropriate.
- Manage end to end email process – from scheduling and production to evaluation. This includes liaising with colleagues to agree correct data segments and scheduling.

 /BenSupport4Auto  
 @BenSupport4Auto

Ben - Motor and Allied Trades Benevolent Fund. Registered office: Lynwood Court, Lynwood Village, Rise Road, Ascot SL5 0FG. A charity registered in England and Wales (no.297877) and Scotland (no.SC039842). A company limited by guarantee, registered in England and Wales (no.02163894). Registered with the Homes and Communities Agency (no. LH 3766).

## About you

You will be a digital marketing enthusiast who is brimming with ideas and relishes working collaboratively with colleagues and key stakeholders. You can manage a busy and varied workload and have a flair for writing copy to inform, inspire and educate your audiences. You consistently deliver projects to high standards and delight in delivering a great customer experience.

## Company Benefits & Salary Information

Salary – Up to £30,000 per annum  
Generous holiday allowance  
Contributory Pension Scheme – matched up to 3 %  
Free DBS check (subject to eligibility being met)  
Excellent training and development  
Referral scheme  
Childcare vouchers  
Free parking  
Subsidised Restaurant  
Discount on certain car brands

If this describes you, then please contact us at [careers@ben.org.uk](mailto:careers@ben.org.uk) and enclose your latest CV and covering letter explaining why you are the ideal candidate for this role. If you are ambitious and motivated and want to make a positive difference to people's lives, get in touch with us.