

Location

Aske Stables, Richmond, North Yorkshire, DL10 5HG

Working Hours

Full-time: 08:30 - 17:00 (Monday - Thursday)

08:30 - 16:30 (Friday)

Flexi-work arrangements available

Salary

Commensurate with experience

Details

Are you creative, organised, and passionate about all things digital?

Purple Creative Studio is on the lookout for a motivated and enthusiastic individual to join our dynamic team as a Digital Marketing Executive. Based in our studio offices just outside Richmond, North Yorkshire, you'll become an integral part of a collaborative, forward-thinking environment where no two days are the same.

About the Role

This is a varied and fast-paced position combining creative digital marketing with client project management support. The successful candidate will work across multiple projects, providing content creation, client support, and working as a team player to keep our vibrant studio running smoothly.

Key Responsibilities

Digital Marketing Duties

- Work with a range of businesses, taking the lead on the strategic development and implementation of their digital marketing campaigns, including social media, email and blogging
- Create engaging marketing content in line with brand guidelines, optimising materials for each channel and target audience
- Produce engaging photography and video content, and design visually compelling digital assets and graphics for multi-channel marketing campaigns
- Meet with and advise clients on their digital marketing activities, serving as their primary point of contact, providing strategic guidance and hands-on execution of their digital marketing initiatives.
- Create and execute Purple Creative's marketing strategy, crafting and posting social media content, writing and editing blog content, building email marketing campaigns, interacting with users across our social networks, and developing PR content
- Track and report on marketing campaign performance and analytics data
- Plan and deliver workshops and training sessions in a range of formats
- Keep up to date with changing platform algorithms and trends to inform marketing tactics

Other Duties

- Meet and greet clients and visitors as required, creating a welcoming studio environment
- Organise meetings, maintain team calendars, and prepare meeting rooms
- Answer and direct incoming calls
- Provide proactive support to the wider team and Directors
- Represent the organisation at various events such as networking sessions, business drop ins, and careers events

What We're Looking For

Essential Skills & Traits

- A background in Marketing / Marketing experience
- Excellent written and verbal communication
- Familiarity with key social media platforms (Instagram, Facebook, X, LinkedIn, TikTok)
- Friendly, approachable, and confident when dealing with clients
- Organised, reliable, and eager to learn
- Strong sense of initiative and teamwork
- Strong time management and the ability to work to deadlines

Desirable Technical Skills

- Experience with Microsoft Office (Word, Excel, PowerPoint)
- Experience with Google (Docs, Sheets, Slides)
- Working knowledge of Canva (or equivalent design tools)
- Knowledge of digital marketing tools, such as social media scheduling software, email marketing platforms and analytics tools

About Purple Creative Studio:

We are a creative digital agency with a reputation for delivering professional and reliable services across 4 key digital sectors:

- Website Design & Build
- Creative Services (Logos, Branding, etc.)
- Digital Marketing & Social Media
- Cloud Services (business emails, cloud storage and other IT services)

With clients across the UK and a diverse portfolio of work, we thrive on helping businesses grow through smart and effective digital strategies.

Why Join Us?

- Be part of a friendly, award-winning team
- Work in a stunning countryside location just outside Richmond
- Gain hands-on experience across a wide range of digital and design services
- Opportunities for training, development, and career progression

Due to our location and the geography of our client base it is important that candidates have a driving license and access to their own vehicle.

Ready to Apply?

Send your CV and a brief covering letter detailing why you are excited by this role to:

amanda@purplecs.com