

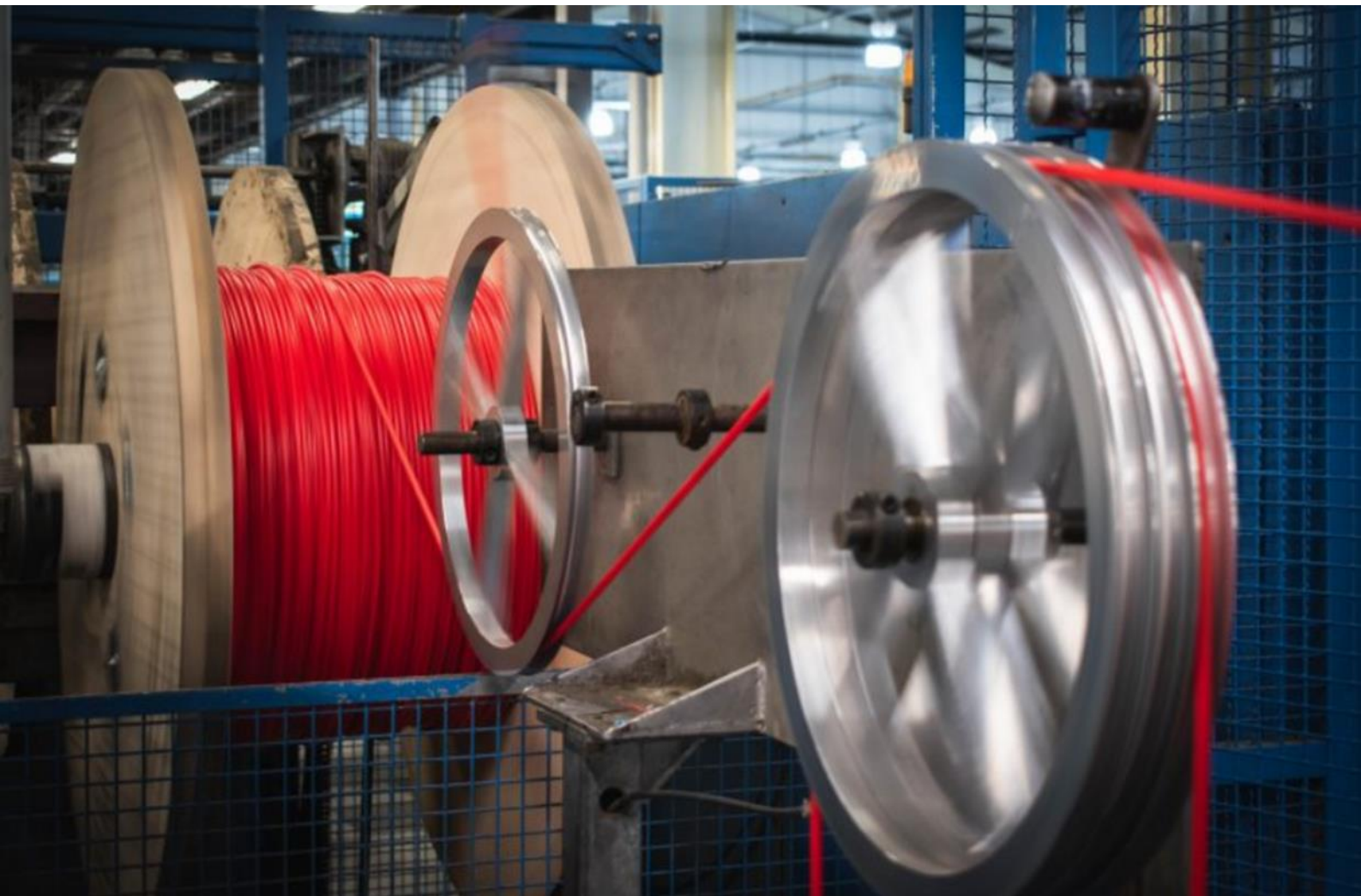


POSITION PROFILE

Digital Marketing  
Specialist



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Headquartered in Scotland with investment from overseas sources, Emtelle is a British manufacturing success story that has consistently sat at the cutting edge of manufacturing innovation and excellence. The business has a strong growth profile with 2022 revenues at c€425m and projections of c€550m next year. Emtelle is known globally as an innovator and outlier in an industry where commoditisation is a reality for most manufacturers. They were the first business to refine blown fibre optic tubing and have continued to innovate in line with the digital tidal wave that demands ever-increasing infrastructure capability.

Emtelle runs a sophisticated manufacturing operation producing complex innovative systems for customers in a matter of weeks as opposed to months or years. The business employs c800 people globally and has manufacturing capability across seven sites as well as additional sales locations across the world serving customers in over 100 countries.

The UK is the primary revenue engine for Emtelle, building on a 20-year legacy of consistent high-quality solution delivery to major telecoms providers such as BT and Virgin Media. Emtelle will continue to grow and innovate in the UK, however the business has pursued an aggressive international M&A and direct investment programme which is now well established and making significant in-roads in global markets.

The unique combination of solving customer challenges through innovation and then delivering against those newly created solutions has proved to be a potent, high-margin business for Emtelle. Emtelle's solution offering is diverse, covering multiple market segments and sectors. It is best known as the global leader in blown fibre and ducted network solutions but is also highly successful in sectors including drainage, power and ITS for the highway and rail sectors. Emtelle's manufacturing knowledge, track record, international capability and industry awards place them in an exceptional position to capitalise on the continuing digital trend.

In 2022, Emtelle invested in its first factory in the US and is putting the finishing touches to this 300,000-square-foot manufacturing site in Fletcher, North Carolina, from where it plans to significantly build its position across North America.

In 2023, Emtelle signed an agreement to build and establish one of the world's largest factories for the manufacture of fibre optic ducting and pre-connectorised solutions in Abu Dhabi. Investing around \$50m, the agreement is build-to-suit, in partnership with Khalifa Economic Zones Abu Dhabi – KEZAD Group. This should allow Emtelle to boost its presence in key markets including the UAE, Egypt, Jordan, Morocco, Iraq, and Oman, as well as the Philippines, Thailand, Indonesia, Australia and New Zealand.

## Emtelle's core values:

- Excellence
- Innovation
- Empowerment
- Teamwork
- Integrity
- Respect

For more information, please visit Emtelle's website: <http://www.emtelle.com>.





<b>Position Title:</b>	Digital Marketing Specialist
<b>Reports to:</b>	Chief Marketing Officer
<b>Location:</b>	Scotland, UK

As the Digital Marketing Specialist, you will be responsible for developing and executing digital marketing strategies to drive brand awareness, lead generation, and customer engagement across multiple channels. The incumbent will essentially own Emtelle's Digital Space.

## Role Priorities

- Develop and execute holistic digital marketing strategies to increase brand awareness, generate leads, and engage customers across various digital channels, including email, social media (LinkedIn, Twitter, Facebook and YouTube), paid advertising, and SEO
- Collaborate with cross-functional teams to ensure digital campaigns align with business goals and objectives
- Create and manage content for digital marketing initiatives, including email campaigns, social media posts, blog articles, and website content
- Analyse data and metrics to measure campaign effectiveness, identify trends, and optimise performance, assessing against goals (ROI and KPIs) and ensuring Emtelle is reaching a more appropriate target audience
- Manage and maintain the company's website, ensuring it is up-to-date, user-friendly, and optimised for search engines
- Work with external agencies and vendors to execute digital marketing campaigns and projects, ensuring they are completed on time and within budget
- Stay up-to-date with the latest digital marketing trends, tools, and technologies, and apply them to our digital marketing strategy



The ideal candidate should possess previous experience of having recommended, implemented and executed strategic digital marketing strategies across multiple geographies and cultures.

If you are a results-driven, creative, and collaborative digital marketer with a passion for driving growth and innovation, we encourage you to apply for this exciting opportunity.

## Qualifications, Skills & Experience:

- Degree in marketing, digital marketing, communications, or a related field, or alternatively qualified by experience in such areas
- At least 5 years of experience in digital marketing, with a proven track record of success in developing and executing effective digital marketing campaigns
- Strong knowledge of digital marketing channels, including email, social media, paid advertising, and SEO
- Proficient in the use of marketing automation tools
- An understanding of multiple geographies and the cultural implications associated with each
- Excellent communication, writing, and project management skills
- Strong analytical skills with the ability to use data and web tools (e.g. Google Analytics) to inform decision-making
- Ability to work independently and as part of a team in a fast-paced, deadline-driven environment
- Experience in B2B marketing and/or the manufacturing industry is beneficial
- Creative and innovative in nature

There may be some travel around the world supporting the other Emtelle locations and clients.





A highly attractive financial package is available to the successful individual and will be commensurate with the background and experience required for the role.

For more information please contact Ali Shaw or Kirsty Sim at Livingston James.



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## The Recruitment Process

Initial interviews will be with our retained advisors at Livingston James.

Subsequent stages will be held with Emtelle and confirmed in due course.

Interviews will be carried out both in person and virtually as required and as is practical.