

## Candidate Brief

### Digital Marketing Specialist

**Salary:** Competitive (£20,000 to £35,000 depending on qualifications and experience)

**Location:** Leeds City Centre, UK

**Contact:** Sophie McKee (Creative Director)  
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### Summary

Founded in 2019, Slingshot Simulations is a well-funded software start-up delivering data driven insights that enable our customers to make more informed decisions about some of the most important sustainability and environmental challenges we face today. Our software-as-a-service solutions are already trusted by a diverse set of organizations ranging from the Rainforest Trust to the Geospatial Commission, regional councils, consulting companies and academic institutions and we are active participants in global consortia such as the Digital Twin consortium and the Centre for Digital Built Britain.

Slingshot Simulations is growing rapidly in the UK with a view to international expansion. With a vision to help tackle some of the biggest challenges facing humanity and the planet, our culture is a core part of who we are. Life at Slingshot Simulations is dynamic and never dull yet we remain focused on our core values: Integrity and Trust; Passion and Urgency; Excellence; Inclusivity; Accountability.

Based close to the heart of Leeds, at the state-of-the-art Nexus innovation centre within a 15-minute walk from the city centre, we have an opportunity for a Digital Marketing Specialist to join the team and grow with the company.

The ideal candidate will:

- Have a passion for all things digital marketing, bringing best practices and insight as well execution
- Be comfortable in a highly dynamic, fast paced environment where agility and a can do attitude are key
- Demonstrate creativity yet be data and results driven
- Be highly collaborative yet able to execute with autonomy
- Have 2-5 years demonstrated success in B2B digital marketing
- Background with a software or technology business (Ideal but not essential)

The Digital Marketing Specialist will be responsible for:

- Maintaining and enhancing an engaging web experience, driving substantial growth in traffic and conversions
- Building, nurturing and growing an audience and community through persistent digital engagement
- Developing the digital strategy for demand generation marketing campaigns (brand, thought leadership, industry and product) and executing the digital tactics with data informed agility, leveraging partner co-marketing for scale where possible
- Liaising with internal and external stakeholders to develop campaign content
- Assisting with broader marketing activities as needed, including physical events with limited travel as needed
- Reporting and dashboarding key metrics across the funnel

Key skills include:

- Experience working with WordPress or other commonly used content management systems
- Experience working with automated CRMs such as Hubspot (Ideal not essential)
- Demonstrated ability to plan and execute successful multi- and omni-channel B2B demand generation digital marketing campaigns (paid and organic) aligned with business goals set by the senior management team
- An understanding of persona specific message development and ABM experience
- End to end marketing analytics and lead qualification/scoring
- Excellent written and spoken English with an ability to communicate to all levels of an organization
- Detail oriented with strong organizational, time and activity management skills

The Digital Marketing Specialist will report directly to the Chief Operating Officer in the first instance and these responsibilities and skills provide a framework for the role and should not be regarded as a definitive list. Others may be required consistent with the post.