

Digital Marketing Executive – YAGRO

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Company: YAGRO

Location: United Kingdom

Category: other-general

About the job

The agricultural sector is evolving, and YAGRO is at the forefront of this transformation. With a focus on making farming profitable and sustainable, we are seeking a motivated and talented Junior Digital Marketing Assistant to join our growing team. This position offers an exciting opportunity for a recent digital marketing graduate to contribute to the success of our mission.

Want to make a difference?

YAGRO is an established leader in AgTech software. Our team comprises farmers, entrepreneurs, and technologists passionate about providing structure, verification and clarity to farm data, to empower forward-thinking farms who are looking for knowledge and insights to inform their decision-making.

We are operating within an industry characterised by manual processes and poor information exchange. We need to distil a complex and opaque supply chain with multiple actors into a simple, elegant and scalable multi-user platform, with industry-leading analytics and data insight and a flawless user experience.

Our four core principles at YAGRO

Farmer First

We are and always will be farmer first. YAGRO was founded to provide solutions to farmers, and that will always be at the forefront of our minds as we develop our tools.

Empower the Industry

We aim to lead by example, such as shining a light on the importance of data ownership and by

setting the Gold Standard of data rights for the industry.

Seeking Facts and Providing Insight

Question everything, challenge anything, seek and provide facts in order to deliver value in all facets of our work.

Being 'Best and Fair'

We strive to provide an environment that allows each member of the team and our customers to have an equal voice and feel valued.

The opportunity is massive. Come capture it with us.

Are you up for the challenge?

- Collaborate with the marketing team and internal departments to contribute to the development and execution of digital marketing campaigns.
- Collaborate with the marketing team to plan and execute in-person events.
- Support the optimization and implementation of YAGRO's organic and non-organic SEO strategies.
- Utilize analytics tools to monitor campaign performance, providing insights and recommendations for future improvements.
- Stay informed about industry trends and emerging technologies to enhance our offerings and maintain a competitive edge.

Who we are looking for.

A degree in Digital Marketing or a related field.

Familiarity with digital marketing disciplines, including SEO, content marketing, and social media strategy.

Strong communication and interpersonal skills.

Ability to collaborate effectively with multidisciplinary teams.

0-1 years of experience in digital marketing roles (internships included).

Organizational and time management skills.

Analytical and creative mindset. A flair for design would be a bonus.

Problem-solving skills with a knack for innovative solutions.

Familiarity with marketing best practices, email marketing, CRM systems, and campaign analytics is a plus.

Proficiency in digital marketing and analytics tools.

Fluency in English (Business Professional, written/oral).

Why Us?

We are dedicated to fairness with the same expectations of honesty, integrity, equity and opportunity at every level and corner of the business.

We are committed to advancing, cultivating and preserving a culture of diversity and inclusion. As a team of individuals, one person's Sunday woodland dog walk might be another person's all day Dungeons and Dragons session!

We have opportunities of every shape and size and are here to support flexible, remote and part-time working as much as full-time office working.

No matter your circumstances we understand that work/life balance brings out the best in people, and that balance is different for everybody. If you feel you have the skills to fulfil the role, then we want to hear from you.

As an equal-opportunity employer, we will never make judgments based on Age, Sex, Race, Disability, Pregnancy, Marital status, Sexual orientation, Gender reassignment, Religious background or any other characteristic unrelated to the position.

As an equal-opportunity employer, we will provide you with additional resources or tools you may need to carry out your role efficiently. Equity is more important to us than Equality. Not everyone is the same, but everyone does deserve the same opportunities.

The Finer Details

Salary:

Starting salary of **£25,000** dependent on experience.

Benefits :

YAGRO offers additional benefits to your salary because your workplace should support you with much more than just money:

- 25 days holiday, plus bank holidays with the flexibility to use for occasions that matter to you
- Employer pension scheme with up to 10% matching basis
- MacBook or comparable Laptop, 27" Monitor, laptop stand, keyboard & mouse provided as standard
- A training budget tailored to your needs and development plan
- Twice yearly company Bonanza's, with overnight accommodation, food and activities
- £250 budget to improve your remote working experience
- Access to perks and discounts such as food, entertainment and travel with free employee wellness support and free counselling for you and your immediate family.
- Flexible working week agreed between you and your Line Manager
- Enhanced Pay on all Statutory Leaves

Start date: Looking for a start date of the 1st March. The application process may be closed before this date if a successful candidate is found.

LocationYAGRO's head office is: Eagle Labs Incubator, 28 Chesterton Road, Cambridge CB4 3AZ. We operate a hybrid working policy with approximately 2 days physically in the office per week.

Contact:Rupert Harlow. Marketing Manager.

Yes, we're interested in what you've done, but what we really care about is where you're going.

For other available roles please visit <https://yagro.com/about/careers>

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