



Job description form

Position Profile

General information	
Job Title	Digital & Social Marketing Specialist
Company	Gill
Department	Marketing

Position summary

The Digital & Social Marketing Specialist role is based in Lymington, Hampshire and will help shape and grow Gill Group's digital presence through exceptional social media, engaging content and commercially focused digital campaigns.

Reporting to the Digital Performance & Growth Lead, this is a hands-on role responsible for planning, creating and delivering engaging, commercially focused content that strengthens the Gill brand, supports lead generation and amplifies product launches, events and thought leadership.

We're looking for an exceptional writer first and foremost. Someone who can transform complex engineering and technical subjects into compelling stories that customers genuinely want to read. Experience creating simple graphics or editing short-form video is an advantage, but outstanding copywriting and content thinking are essential.

Alongside social media ownership, the role supports wider digital marketing activity including website content, email marketing, SEO, campaign delivery and performance reporting.

Main duties

1. Social Media Strategy & Management

- Own Gill Group's global social media channels, delivering a consistent, engaging and commercially focused presence.
- Plan and manage integrated content calendars aligned to campaigns, product launches, exhibitions and business priorities.
- Produce exceptional written content that translates technical engineering topics into compelling, audience-focused communications.
- Create, schedule and publish content across LinkedIn, WeChat and other priority platforms. Scan channels and respond to comments appropriately.
- Work with product managers, engineers and sales teams to identify stories, customer successes and technical insights.
- Build audience engagement through thought leadership, employee advocacy, customer stories and timely industry content.
- Monitor trends, platform developments and competitor activity, recommending new opportunities where appropriate.

2. Digital Marketing

- Support integrated digital campaigns across websites, email marketing, SEO and paid channels.
- Maintain website content and landing pages, ensuring a high-quality digital experience.
- Support campaign implementation and optimise digital activity to improve engagement and lead generation.
- Measure performance across digital channels and provide recommendations based on data and insight.

Success Measures:

Success in this role will be measured by:

- Growth in social media engagement, reach and audience quality. Proven results in driving ROI through organic and paid social campaigns.
- Increased contribution of digital marketing to enquiries and lead generation.
- Consistent delivery of high-quality content aligned to business priorities.
- Continuous improvement in digital campaign performance through insight and optimisation.
- Strengthening Gill's reputation as a trusted global leader across its specialist markets.

Candidate requirements

We are looking for someone who brings together creativity, commercial awareness and a talent for turning complex information into engaging, audience-focused content.

The ideal candidate will have:

- 2–3 years' experience in digital marketing and social media.
- Excellent copywriting and editorial skills, with outstanding written English.
- Experience creating engaging B2B content for LinkedIn and other digital channels.
- The ability to translate technical or engineering subjects into clear, compelling and commercially relevant communications.
- Experience using CMS platforms, social scheduling tools and GA4 or similar reporting platforms.
- Strong organisational skills, with the ability to manage multiple priorities and deliver to deadlines.
- Experience with Adobe Creative Suite and basic video editing would be advantageous, but is not essential.
- Hybrid working environment- will be required to work onsite 3 days per week.

Reporting structure

Digital & Social Marketing Specialist –Digital Performance&Growth Lead Marketing

A position profile does not imply that the duties stated are the only ones to be performed by the incumbent. Employees will be required to follow any other reasonable job-related instruction as requested by their manager or a company director.



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