



**Priority
Freight**

YOUR FREIGHT, OUR PRIORITY.

JOB DESCRIPTION

DIGITAL MARKETING EXECUTIVE

ABOUT THE COMPANY

We are a leading time-critical logistics specialist, providing global time-critical delivery solutions to our customers, no matter what the geography, size, weight, distance or mode of transport.

We partner with and support our customers to meet complex and urgent international transport challenges by adding speed and flexibility to their supply chains.

Operating 24/7, 365, we display a constant commitment to providing the fastest, most cost-effective and reliable solutions, time and time again.



Location

Dover



Department

Marketing



Hours

Monday-Friday
9.00am-5.30pm, plus
to meet business needs



Salary

£28,000-£32,000 DOE

ABOUT THE POSITION

To deliver engaging, commercially focused digital marketing activity across Priority Freight's channels, supporting brand awareness, customer engagement and business growth.

Working closely with the Group Head of Marketing, the role will deliver social media content, digital campaigns, website updates and performance reporting, ensuring activity reflects the company's services, sector expertise and commercial priorities.

KEY JOB RESPONSIBILITIES

- Plan, write and deliver engaging social media content, including compelling captions tailored to different channels and audiences
- Create and edit short-form video content, including reels, from initial concept and scripting through to editing, captions and publication
- Develop supporting graphics and other digital assets, ensuring consistency with Priority Freight's brand guidelines
- Execute digital marketing campaigns aligned with sector priorities and commercial objectives
- Maintain and update website content, supporting search engine optimisation (SEO) and ongoing improvements
- Deliver email marketing campaigns, including content preparation, distribution and performance analysis
- Monitor digital performance, producing reports and identifying opportunities to improve engagement and effectiveness
- Work closely with Sales and operational teams to identify content opportunities, support commercial activity and respond to relevant market developments
- Support the development of marketing materials and other digital assets as required



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CANDIDATE REQUIREMENTS

- Strong copywriting and content creation skills, with the ability to produce engaging, high-quality content and adapt messaging for different channels and audiences
- Good working knowledge of social media platforms and their application to different audiences and business objectives
- Practical experience creating and editing short-form video content using relevant editing software
- Understanding of website content management, email marketing and digital analytics
- Excellent organisational skills, attention to detail and ability to manage competing priorities independently
- Proactive, resourceful and commercially aware, with the initiative to produce high-quality content and contribute new ideas
- Experience in B2B marketing or logistics would be advantageous

REPORTING

- Responsible to (manager/post):
Group Head of Marketing
- Responsible for (staff/jobs):
N/A

WHAT WE OFFER



Competitive salaries



High calibre team



Great annual leave benefit



Employee rewards scheme



Death in service benefit



Pension contribution scheme



Social team events



Occupational health



Free weekly fruit bowl



Wellness and mental health assistance

**INVESTORS[®]
IN PEOPLE**
MAKE WORK BETTER