

DIGITAL MARKETING EXECUTIVE

Location: Cambridge, UK
Contact: careers@speechmatics.com

“Speech recognition is a growing industry and I feel privileged to be part of a company that is driving positive change in this space. Not only do I work with some of the brightest minds in the industry, and in a city known for its technological prowess, I am also part of a wonderful Marketing team which offers me opportunities for knowledge-sharing, collaboration and career progression. Speechmatics is a fun place to work, with regular social events and monthly massages; what’s not to like? If you want to be part of a speech revolution that will change the way humans interact with machines for years to come, look no further than Speechmatics.”

- Ben Leaman, Content Marketing Associate, Speechmatics

Background

Speech technology is one of the most popular discussion items right now, yet speech interaction is limited to “Alexa, turn on the light”, or “Siri, where is the nearest coffee shop?” We are taking speech technology to the next level using our expertise in machine learning and speech-to-text technology to enable our partners and customers to use conversational speech recognition. Our solutions power subtitling on TV, content discovery for videos, compliance solutions in banks, improve efficiency of meetings, and many other use-cases. Our mission is to improve human communication with a global speech engine that works and put speech back at the heart of communication.

At Speechmatics you’ll be working with some of the smartest minds in the industry. You’ll work in an ambitious team who care about driving growth for the business while providing an outstanding experience for our customers. We’re standing alongside some of the biggest players in the world of speech and you’ll get to bring ideas to the table that will help push the boundaries of our capability. You’ll get to try stuff and develop your own skills while immersed in a progressive and great company culture. You can enjoy benefits including, share options, healthcare, life assurance, Bike Doctor, massages, Brew Dogs in the fridge, no red tape, a top end laptop and much more. We’re building a company that truly strives to be world-leading and we’re looking for people who wholeheartedly believe they can be additive to our culture and get stuff done. If that’s you, carry on reading.

The Opportunity

The marketing team is a busy, growing team looking to expand our capability and see the addition of a digital marketer as pivotal in driving continued growth for Speechmatics. You’ll focus on search engine marketing (SEM) to improve discoverability, concentrating on SEO and bringing paid search into our mix. You’ll work with the VP Marketing to continue improving user experience across our web presence with an eye on understanding conversion and CRO to maximise return on any spend.

You’ll be free to recommend tools that will help you test, identify opportunities and demonstrate that we’re making progress. In identifying opportunities, such as keyword or content gaps, you’ll work with the wider marketing team to ensure those opportunities are maximised and in line with both marketing and business objectives and goals.

Although organic results will be key to our performance, you'll introduce and test new channels and adopt those that deliver clear value to the business. You'll help us get the most from our marketing automation platform (Pardot) by understanding the effect SEM has on the buyer journey and the role it plays in lead generation. You'll have the freedom to recommend website instrumentation, systems, and tools to build out a useful set of marketing tooling for you and the team.

Because you'll be joining an expanding team and Speechmatics is rapidly changing, you'll need to be a team player, work collaboratively, and take change in your stride. Ask lots of questions, bring ideas to the table and, although we're not expecting you to be expert in everything, you should be prepared to learn and get stuck into whatever is needed at any given time. Not being afraid to try new things, and confident working with data, will be key to your success in this role.

It would be useful if you've worked in a software or technology environment but it's not essential so long as you can prove you have an enthusiasm for tech.

Key Responsibilities

- Website UX and user journey
- SEM, including SEO and PPC and relevant tooling
- Retargeting / programmatic
- Conversion rate optimisation (CRO)
- web / landing page testing and performance
- Lead generation (along with wider marketing)
- Google Analytics, Tag Manager (or equivalent)
- Reporting on performance of channels you're responsible for
- Marketing automation

Requirements

Essential

- An understanding of SEM and some demonstrable experience of improving business performance through search
- Understanding of SEO best practice and can show evidence of how you keep up-to-date in the world of Google Search
- Knowledge of SEO tools, such as SEMRush, Hrefs, SEOMoz, Screaming Frog, etc. Capable of choosing the best tool(s) to meet requirements
- Experience running AdWords campaigns and knowledge of how to optimise according to budget and conversions. Report on performance of campaigns according to budget and goals/conversions
- Articulate and capable of writing copy for AdWords according to best practice
- Knowledgeable and demonstrable experience of using WordPress or similar CMS
- Team player with ability to align website and search with wider marketing plans
- Sound knowledge of Google Analytics and Tag Manager (or equivalent)
- Affinity for numbers and using data to inform decisions and next steps
- Hands-on experience of marketing automation with working knowledge of capability and best practice, data and insight to drive improvements in marketing performance

Desirable

- Experience with Pardot and understanding how to use this data in conjunction with Google Analytics and other tools to understand user journey and optimise performance

- Experience in a digital marketing role for a technology or software company

Salary

Competitive salary (dependent on experience), flexible working and some awesome [benefits & perks](#).

Interested?

Get in touch! Send your CV and covering letter to careers@speechmatics.com.