

Job Description

Digital Marketing Executive Full-time

Company Background

Serve Legal is the UK's leading supplier of Retail Compliance Audits, enabling market leading businesses to successfully measure and improve performance in this area. We perform independent, undercover audits enabling companies to establish if expected staff performance, operational standards and company procedures are in place.

Serve Legal is a dynamic, growing company delivering over 200,000 audits a year. We're proud to have built a UK wide community of around 8,000 auditors and possess valuable expertise in age-restricted sales, allergen safety and media compliance auditing. This is a great opportunity to join our friendly team at a really exciting time for the business, as we embark on an ambitious growth plan and drive Serve Legal forward.

Serve Legal has recently completed the acquisition of a company called Storecheckers, marking an exciting new chapter in our growth. This acquisition enhances our service offerings and expands our client base, allowing us to deliver even greater value to our clients. The successful candidate may be required to be dynamic and flexible as we form our relationship with our new colleagues and clients.



Why Join Us?

This is an exciting opportunity for an experienced digital marketer who wants to:

- Take real ownership of projects and campaigns
- Bring fresh ideas and influence marketing strategy
- Work in a growing, ambitious business
- Develop leadership skills and progress their career

You'll be joining a supportive but fast-moving team where your work will have visible impact on business growth, with clear opportunities to take on greater responsibility — including potential line management in the near future.

Job Purpose:

We are looking for a confident, proactive Digital Marketing Executive who can work independently, manage multiple projects, and demonstrate proven success in previous marketing roles.

Working closely with the Client, Sales, and Marketing teams, you will support the delivery of the business's marketing strategy with a strong focus on lead generation and digital performance. You will take ownership of a portfolio of digital marketing projects, managing them from planning through to delivery, while collaborating with the Marketing & Communications Manager for strategic direction and support.

This role requires a highly organised and self-motivated individual who is confident managing marketing systems, campaigns, and data, ensuring marketing activity consistently supports business growth.

Key Responsibilities:

Digital Campaign Management

- Manage and optimise paid search, PPC, and paid social campaigns
- Monitor performance, analyse data, and drive continuous improvement
- Support lead generation targets and pipeline growth

Project Ownership

- Take full ownership of assigned marketing projects from planning through delivery
- Manage timelines, priorities, and reporting independently
- Share insights and recommendations to improve outcomes

CRM & Lead Generation

- Maintain and develop HubSpot CRM data and workflows
- Manage email marketing campaigns and nurturing journeys
- Support segmentation, automation, and campaign reporting

Website & Digital Performance

- Lead website updates, content optimisation, and lead capture improvements
- Support SEO/GEO performance monitoring and enhancement
- Track and analyse website engagement metrics

Market Insight & Growth Support

- Conduct competitor research and market analysis
- Support business growth initiatives, including international expansion
- Contribute ideas for new campaigns, channels, and improvements

What We're Looking For:

Essential

- Proven experience in B2B digital marketing
- Evidence of successful lead-generation campaigns
- Strong PPC, email marketing, or SEO/GEO experience
- Ability to work independently and manage multiple priorities
- Analytical mindset with strong attention to detail
- Confident using CRM systems and marketing analytics tools
- Excellent communication and collaboration skills

Highly Desirable

- Experience with HubSpot, Google Analytics, and LinkedIn Ads
- Experience contributing strategic ideas, not just execution
- Interest in leadership and future line management

We're particularly keen to meet candidates who can demonstrate measurable achievements and talk confidently about the impact they've delivered in previous roles.

What You'll Get:**Salary & Benefits**

- £30,000 salary (with discretionary bonus scheme up to 14.25%)
- 25 days annual leave + bank holidays
- Additional wellbeing day each year

Flexible Working

- Work from home role within the UK.
- Core hours between 8am - 6pm.
- 1 required in-person meeting per month (expenses covered).

Career Growth

- Opportunity to take on line management responsibilities
- Exposure to international business growth
- Real ownership and progression opportunities