



## Recruitment

# MARKETING EXECUTIVE

### Overview

You will plan and create all digital marketing (web development, social media campaigns, digital advertising campaigns, content creation and email marketing).

Plan, design and structure our social media presence. Identify trends and new channels, suggest performance improvements. Collaborate with the sales team to plan new marketing initiatives to attract customers.

Manage and optimise Google My Business. Monitor online competitor activity. Measure and report performance of all digital marketing activity.

### Responsibilities

- Responsible for growth and development of social media accounts, delivering engaging and emotive daily content.
- Create marketing materials such as brochures and adverts
- Maintain website (Wordpress), update content, liaise with website developers
- Write and proof read marketing copy for both online and print campaigns
- Liaising with colleagues to monitor and evaluate campaign activity, trends and marketing insight.
- Analyse data to ensure understanding of target audiences, develop competitiveness in the market and drive innovation.
- Event planning
- Working with the sales team to help produce tenders and other sales material required

### Skills and Experience

- 2-3 years marketing experience
- Demonstrable experience of campaign planning
- B2C and B2B multi-channel marketing campaign planning & execution
- Campaign analysis and reporting experience
- Basic Hubspot
- A creative flair with experience of working to brand guidelines
- Copy writing experience
- Experience of one or more Adobe Creative Cloud apps
- Experience of understanding and interpreting data and using insight to help inform and develop marketing activities.
- A confident communicator with great interpersonal skills
- Experience of event planning (desirable)

**Job Type:** Full-time. **Salary:** £30,000.00-£32,000.00 per year. **Schedule:** Monday to Friday

We are committed to achieving workforce diversity reflective of our communities. We are an equal opportunity employer. All qualified applicants will receive consideration for employment.

Please send your CV to [Hayley@waltet.co.uk](mailto:Hayley@waltet.co.uk) or call 02380 748090 for more information