

## Marketing Executive (Maternity Cover) Vacancy 12-month contract – Full time

### Overview

A client-side role within an in-house Marketing Department in a fast-growing, well-established Health & Safety Instrument distribution company which operates across the UK and Ireland. Working across the private and public sectors, our wide-ranging B2B customer base includes SMEs through to some of the world's most recognisable brands, from construction and offshore to motorsport and museums.

This role is ideal for anyone with a creative background wishing to develop or continue a career within a Marketing department. A solid working knowledge of Adobe Creative Cloud applications is essential, as are excellent verbal and written communication skills and a keen eye for detail.

We are seeking a self-motivated candidate who can demonstrate initiative and who would enjoy playing a key role within a friendly and supportive team.

Tasks	Skills
<ul style="list-style-type: none"> <li>• Create, plan, deliver and report on marketing campaigns.</li> <li>• To make day-to-day updates and changes to the website.</li> <li>• Produce digital marketing creative collateral, including copywriting and video animations.</li> <li>• Produce physical marketing creative collateral, including print &amp; merchandise.</li> <li>• Oversee print and merchandise &amp; clothing production and stock levels.</li> <li>• Liaise with supplier partners and negotiate good rates for the business.</li> <li>• Write and edit content for print and online publication, including news, search-led articles and social media posts.</li> <li>• Book advertising for print and online.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Excellent verbal and written communication skills.</li> <li>▪ A strong creative flair, strong graphic design skills and a good understanding of the artwork creation process.</li> <li>▪ A good working knowledge of Adobe CC, especially Photoshop &amp; InDesign.</li> <li>▪ A good working knowledge of Microsoft Office suite, especially Word, Excel, Powerpoint &amp; Outlook.</li> <li>▪ Ideally, experience of administering website CRM and CMS systems, such as Hubspot and Shopify.</li> <li>▪ Ability to create, manage and report meaningfully on marketing activities.</li> <li>▪ Ability to analyse marketing data and delve below the headline stats.</li> </ul>

<ul style="list-style-type: none"> <li>• Maintain advertising archive.</li> <li>• Repurpose partner collateral for republication, where appropriate.</li> <li>• Oversee logistics and promote events and exhibitions.</li> <li>• Lead on in-house training events and external exhibition bookings and logistics, including: Speaker slots, hotel accommodation, travel and vehicle hire. Attending where necessary (including occasional overnight stays in the UK).</li> <li>• Lead on exhibition kit co-ordination.</li> <li>• Lead on internal customer social and celebratory events, including catering.</li> <li>• Collate marketing dashboard performance data.</li> <li>• Understand the brand guidelines and ensure they are followed.</li> <li>• To support the marketing team in delivering added value to both internal and external customers</li> <li>• Carrying out additional duties as and when required.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Ability to problem-solve and work independently.</li> <li>▪ Strong organisational and prioritisation skills.</li> <li>▪ Motivated while always maintaining a high standard of work.</li> <li>▪ The ability to multi-task, work under pressure and achieve deadlines.</li> <li>▪ Outstanding attention to detail at all times.</li> <li>▪ The confidence to question, use initiative and feed ideas back to the team.</li> <li>▪ Possess a positive, professional attitude and embrace learning new skills and seeking improvement.</li> <li>▪ A genuine interest in working within a Marketing environment and developing relevant skills.</li> <li>▪ Confidence in working with financial administration as well as statistical data.</li> <li>▪ Possess a proactive yet flexible approach to work.</li> </ul>
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**Benefits:**

This position offers good terms and benefits including: Good basic salary of £20-25k (depending on experience), 20 days + Bank holidays annual holiday, Pension and Life Assurance, Private Health Care scheme.

**Working hours:**

This is a full-time position and working hours are Monday to Thursday 8:30am to 5:00pm and Friday 8:30am to 4:00pm. A flexible arrangement with some working from home will be available if desired.

**Applications:**

Email CV and cover letter to: [marketing@shawcity.co.uk](mailto:marketing@shawcity.co.uk).