

# Senior Marketing Executive



Danesmoor Group is a market leader specialising in the design, manufacture, and distribution of KBB products. A B2B supply chain is supported with established trade brands. Product development, innovation, and exceptional customer service, continue to be the driving force behind the business.

We have an exciting opportunity for a Senior Marketing Executive to work with our in-house Marketing team, to create and implement the trade marketing strategy.

## **Key role & responsibilities:**

- Work with the wider team to plan and execute campaigns for multiple product categories including worksurfaces, handles, lighting, storage, sinks & taps
- Work regularly with Product Category Managers to develop key product and campaign messaging
- Plan and execute new product launch campaigns and product promotions
- Liaise closely with our in-house design team on the briefing and creation of collateral
- Plan and produce printed material including trade manuals, consumer brochures, POS etc
- Plan and produce digital collateral including email marketing campaigns and online adverts
- Work with in-house social media team to develop posts and coordinate digital activity
- Manage website updates and brief in-house developers on website updates and enhancements
- Maintain good relationships with suppliers and freelancers
- Support the wider PWS team on ad hoc marketing tasks
- Measure and report on marketing performance of the supporting product categories

## **Essential Requirements**

- Marketing degree or relevant experience
- 2-3 years' experience in a similar role
- Experience of working on CMS systems and websites
- Experience with email marketing software
- Proven track record in producing engaging marketing content
- The ability to bring new and creative ideas
- Excellent interpersonal, communication and collaborations skills
- Great attention to detail and proofreading skills
- Good organisational skills
- Strong copywriting skills
- A 'can do' attitude with a willingness to get stuck into any task
- Good Microsoft office experience including Word, Powerpoint and Excel

## **Preferred Requirements**

- Business to business marketing experience is preferred but not essential