

Marketing Executive

Danesmoor Group

Overview:

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.

As a multi-channel marketing executive, you will be imperative to the company's continued growth across the full group and be expected to 'hit the ground running' within a fast-paced and extremely dynamic marketing team. Predominantly working within the B2B sector, the ideal candidate will also have experience working within a B2C environment, to aid the consumer marketing manager and social media executive on their growth plans across the group.

This role, which will require significant experience within marketing, will allow the candidate to get involved in all aspects of the strategy, from traditional print collateral through to website management and social media creation. The ideal candidate will have excellent written and communications skills, a quick thinking 'hands-on' approach, a self-motivator and ability to lead on tasks whilst identify new opportunities to develop the marketing support further.

Responsibilities:

- Working with a committed team to support and deliver the group's overall marketing strategy.
- Manage / take ownership for key marketing campaigns, ensuring a multi-channel approach is met.
- Ability to work to tight deadlines, and manage workload efficiently
- Experience working with traditional print marketing, including brochures, flyers, posters, point-of-sale collateral etc.
- Ability to create email campaigns, from design through to content creation that meet set marketing objectives / criteria
- Develop and execute digital marketing activities (website, Email, social media etc)
- Create engaging and up-to-date content for website and social media platforms
- To develop a strong understanding of key audiences and create an ability to differentiate between B2B and B2C tone of voice
- Experience using design packages, including Adobe In-design
- Strong copywriting skills
- To think-outside the box and use own initiative to bring ideas on how to develop the overall marketing strategy further

Essential Skills and Experience:

- Experience creating and delivering marketing campaigns
- Experience creating and delivering social content
- Experience in using Adobe platforms, including InDesign
- Excellent attention to detail
- The ability to take responsibility and accountability
- Strong organisational skills and an ability to prioritise tasks in a timely manner
- Confident personality
- Willing to go the extra mile
- Self-motivated with a positive approach
- A quick learner who's flexible and willing to help where needed
- Ability to work under pressure
- Able to work on own initiative and manage own workload
- Competent in using Microsoft Office; particularly Microsoft Excel
- Excellent listening, written and verbal communication and interpersonal skills
- Team player
- Strong administrative experience
- Full clean UK driving license

Desired Skills and Experience:

- Bachelors (Preferred)
- Minimum of 4 years Marketing experience

Job Type: Full time, permanent