

Marketing Executive - Job description

We are looking for a Marketing Executive to look after all the marketing requirements of two of our brands, CutPRO® and our Body Armour.

This is an ideal opportunity for someone to work with a close-knit team and help them grow and excel further. You'll be working very closely with the Heads of Sales to maximise profits through developing sales and marketing strategies that match our customer requirements and promote our products.

Our highly acclaimed CutPRO® cut resistant clothing has been designed following extensive research and thorough consultation with global industry leaders in the flat glass and sheet metal industry.

Our stab resistant body armour is regarded as one of the best on the market and is worn by security professionals worldwide.

All our products are fully CE/UKCA marked, certified and comply with all European directives, rules and regulations. Tested against the latest international standards we are true leaders in the international body armour and 'wearable cut protection' market.

What we need you to do for us:

- Create awareness of and develop the brands
- Oversee the social media accounts and create engaging campaigns
- Develop engaging, creative, and innovative content for regularly scheduled posts, which enlighten audiences and promote brand-focused messages
- Audit and analyse social media presences, including digital advertising costs and returns
- Analyses social media campaigns with tracking systems to gather visitor data and determine efficacy and areas for social media campaign improvement
- Maintain the website and monitor data analytics and SEO
- Organise events and product exhibitions
- Writing and proofreading creative content including articles, blog posts, and videos
- Produce written and multimedia content and manage pay-per-click (PPC) and programmatic advertising

Key skills we're looking for:

- Good teamwork skills
- Communication skills and networking ability
- Adaptability
- Strong attention to detail
- Good organisation and planning skills
- Creativity and writing skills
- Commercial awareness
- Numerical skills
- IT skills

Job Types: Full-time, Permanent

Salary: From £25,132.00 per year

Benefits:

- Casual dress
- Company pension
- On-site parking

Schedule:

- Monday to Friday

