

Marketing Executive. Salary: £22-25k

We have a great opportunity for a Marketing Executive to join us in our journey, to becoming a solutions led business. An exciting chance to learn and grow with a leading-edge company and recent winner of the Institute of Physics “Business Innovation Award”

We create innovative, world-renowned solutions to all problems magnetic and our team includes experts in the field of magnetics, engineering and software design. Many applications of our equipment are directly relevant to “Green Technologies” including electric vehicles.

We supply magnetising, de-magnetising, and magnetic measurement for scientific and industrial applications, in the UK market, as well as many overseas countries, including China.

The successful candidate will be a **self-starter** who will relish the opportunity to **shape a role** that adds value to the business and promotes their own **learning and growth**. A Degree in Marketing coupled with a strong desire to establish a career in a **changing and growing** organisation will be an advantage.

Some experience in marketing and sales in a B2B environment working across sectors and company size from SME to large Corporates would also prove useful

Duties and responsibilities

- Progress the brand by creatively marketing the business through different mediums
- Execute marketing strategy which will promote the business in a cost-effective manner
- Manage follow up to marketing projects to an allocated timescale and measure results from each project.
- Promote activity within our existing customer base which will enhance client relationships.
- Organise and attend external customer company events and exhibition activity as and when applicable. (Nationally and internationally)
- Manage the production and influence the design of marketing materials such as company brochures including e-brochures, flyers which would be used to promote the business
- Manage the company website, ensuring information is relevant and refreshed on an agreed schedule.
- Write and co-ordinate press releases as relevant and build relationships with local press and national industry press.
- Promote the business through regular social media activity ensuring that the business uses all relevant platforms aiming to constantly grow social media following as targeted
- Manage SEO and produce google analytics reports to detail, manage and target company activity