

## Marketing Executive

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An exciting opportunity has arisen for a Marketing Executive/Graduate based at our Corby depot to assist in developing and maintaining marketing strategies to meet organizational objectives, as well as develop and execute a variety of online and offline marketing and communications programs and initiatives. Provide effective administrative support.

### PERSON SPECIFICATION:

#### Essential

- High attitude and energy levels.
- Action orientated, gets things done and brings 'can do' approach to work.
- Personable, presentable, and articulate
- The desire to achieve the highest standard in presentation of work.
- Excellent spoken and written communication skills
- Have a creative eye and fantastic attention to detail
- Sound understanding of marketing principles
- An understanding of online marketing
- Computer proficient with Microsoft Office, Excel, and PowerPoint
- Strong administration and organisational skills.

### CORE ACTIVITIES:

- Assist in developing marketing strategies for core products in line with company objectives.
- Assist with production of marketing materials, including emailers, online banners, blogs & web content, videos, leaflets, posters, flyers, and newsletters.
- Manage and update all social media platforms with new and interesting marketing content (Facebook, Twitter, and LinkedIn accounts etc)
- Co-ordinate marketing campaigns with sales activities
- Arranging the effective distribution of marketing materials

- Assist in maintaining effective internal communications to ensure that all relevant departments are kept informed of marketing objectives.
- Support primary and secondary market research efforts.
- Track marketing efforts and monitoring results.
- Assisting in maintaining YTD marketing costs
- Assisting in preparation/organising and attending events such as conferences, customer events/receptions and exhibitions
- Maintain media library
- Liaison with marketing agencies, printing suppliers, freelance journalists and various marketing suppliers.
- General admin

If you believe you have the necessary skills to fulfil this role, please send a copy of your current CV and covering letter marked 'Strictly Addressee Only' to **Angela de Klerk** or email to **careers@impact-handling.com**