



## JOB DESCRIPTION

**Job Title:** Marketing Executive

**Immediate Supervisor:** VP Sales & Marketing

**Role:**

Reporting to the VP Sales & Marketing, the Marketing Executive will be implementing plans and strategies as a key member of the Sales and Marketing Team. Based in the Factory located in Carrickfergus, the Marketing Executive will focus on the continuing development of digital and non-digital media, market research, lead generation, event planning and other related duties. Some travel will be required.

**Responsibilities:**

- Develop content and manage the company website and all social media channels, ensuring a steady stream of impactful written and creative content
- Optimize the website with SEO, blogs and other techniques to increase company and brand awareness, and measure the performance using a variety of web analytic tools
- Explore opportunities for photography and videography for digital platforms by establishing strong working relationships with Yelo operational teams
- Acquire insight in online marketing trends, ensuring strategies are up-to-date
- Plan and coordinate all marketing activities including tradeshows, conferences, company conferences ensuring brand continuity
- Prepare promotional emails, press releases and blogs and organize their distribution through various channels
- Increase company profile through various activities including appropriate business awards and competitions
- Liaise with creative agencies to create and deliver collateral projects on time and within budget
- Support the sales team with lead generation information
- In conjunction with the S&M Team, prepare annual market plan and budget for Directors' approval
- Conduct market research and analyze data to identify and define audiences, trends and competitors
- Develop market strategies for new product areas
- Key contact for all marketing enquiries ensuring they reach relevant team members
- Maintain a good working relationship with external partners and industry associations and present at events as required
- Update CRM database as required
- Other duties as required

**Essential Requirements:**

- Educated to Degree level in marketing or business
- Knowledge of Microsoft Office
- Hold a valid current passport

**Preferred Requirements:**

- Understanding and working knowledge of digital media, such as website, content management, SEO, analytics and social media platforms
- Working knowledge of Joomla CMS software

**Essential Skills:**

- Excellent verbal and written communication skills in English
- Must be able to work to a deadline
- Have a flexible approach to work
- Be a team player but have the ability to work independently

**Salary:**

£23,750 - £30,000 per annum, depending on experience