

STAFF VACANCY

Marketing Executive

SUMMARY OF ROLE:

The Marketing Executive will report to the Marketing Manager and support them to drive Air Business's lead generation and brand awareness activities. The successful candidate will need experience of running campaigns and projects, events and sponsorship, copywriting, and Content Management Systems.

The role is fixed-term but there is potential to go permanent to help drive Air Business's ongoing growth.

PRINCIPAL RESPONSIBILITIES:

- Creating and managing multi-channel campaigns
- Writing and managing email newsletters for external and internal audiences
- Maintaining the company website and producing engaging content (using WordPress)
- Administering the employee engagement app
- Briefing our external design agency and managing the projects to completion
- Creating and managing content for the company websites and social channels
- Assisting in the creation of collateral such as presentations, brochures and handouts.
- Planning and coordinating events
- Planning, drafting and managing Social Media activity
- Liaising with the Sales team and other internal stakeholders

HOURS OF WORK and LOCATION:

Monday to Friday 09.00 to 17.30 with a 1-hour lunch break. The role is based at our Head Office at The Beacon, Mosquito Way, Hatfield, AL10 9WN.

Key Skills

- Good verbal comprehension and written communication skills
- Ability to work in a fast-paced environment
- Ability to prioritise work and manage multiple projects simultaneously, while keeping a strong attention to detail
- Strong copywriting skills

Knowledge, Experience and Qualifications

- A minimum of 3 years' experience in a similar marketing position
- Education to a degree level
- Proficient skills with MS Office, email marketing software and Content Management Systems
- Experience delivering traditional and digital campaigns
- An enthusiastic, flexible attitude
- Confident interpersonal skills
- Understanding of wider impact of decisions

Personal Attributes

- An enthusiastic, flexible attitude
- Confident interpersonal skills
- Understanding of wider impact of decisions
- Confident self-starter with a pro-active and 'can do' attitude
- Thorough and conscientious
- Meticulous/Quality conscious
- Organised

Applications must be submitted with a CV and personal statement to the HR Team at infohr@airbusiness.com.

CLOSING DATE:
19th November 2021