

## Marketing Executive

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Company: Forward Role

Location: Manchester

Category: other-general

Would you like to work with a market leading healthcare business?

In a hybrid role with offices based in South Manchester?

Working within a large Marketing team in a varied multichannel role?

Reporting to the Senior Marketing Manager, the role is responsible for helping deliver the marketing strategy and ongoing development of our client's service range.

Working closely with business development and operations teams, along with the wider marketing department, the role will help to drive engagement and awareness across key target audiences.

### **The role:**

Ensure the effective implementation of national, regional and local multi-channel marketing campaigns, including developing end-to-end email communications, event preparation and management, and social media input.

This will involve working closely with specialist colleagues from within marketing, business development, operations, and site level leaders, as required

Deliver actionable plans to drive awareness, increase engagement and improve enquiry and referral volume, across the business.

Development of engaging content including video and case study production, and various other promotional marketing pieces as required, for key audiences and BD support

Report and manage the performance of campaigns and marketing activity, and make

recommendations to further develop our approach, and continually improve ROI

Liaise with an external designer and in-house digital team, to ensure information is up-to-date across the different online and offline channels

**The candidate:**

A good understanding of the key principles of marketing, particularly email marketing, both in terms of campaign development and execution.

Excellent command of English with the ability to develop effective and compelling copy is essential.

A strategic, commercially aware and creative mindset

Excellent organisational skills, the ability to multitask and deliver simultaneous projects on time

Comfortable working with senior colleagues across the business and demonstrate excellent networking and stakeholder management skills.

Experience of working with Business Development / Sales teams, in a supporting capacity to assist them with their marketing needs

Relevant experience within a marketing role ideally in health or social care.

Experience of working with email campaign management tools such as Pardot, CRM tools such as Salesforce, and video editing software such as Premier Pro, would be preferable

A positive approach to interaction and collaborative working with colleagues and a high degree of written and verbal communication skills are necessary for this role.

**The Benefits:**

25 days Annual Leave + Bank Holidays + additional day's leave for your Birthday!

Annual leave entitlement increase based on length of service: 27 days after 5 years' service and 30 days after 10 years' service

Length of service recognition awards

Employee Assistance Programme

Competitive Pension Scheme

App and health-related benefits

Online discounts and cashback rewards

Technology scheme (qualifying period)

Cycle to work scheme (qualifying period)

Employee referral scheme

Career Pathways Programme – for development and further qualifications

As an industry leading, nationwide Marketing, Digital, Analytics, IT and Design recruitment agency, we are continually receiving new assignments to work on, so keep a close eye on our website, Facebook, LinkedIn and Twitter pages for a full list of current permanent and interim opportunities as well as marketplace news and fun stuff.

Forward Role is operating as an employment agency.

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