

## Marketing Executive

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Company: Verus Recruitment Partners

Location: United Kingdom

Category: other-general

**Job Title:**Marketing Executive

**Location:**Sheffield, South Yorkshire

**Salary:**£25,000 - £30,000 (DOE)

**Contract** – Full-time – Permanent.

Verus Recruitment is excited to partner with a local IT company in their search for an outstanding Marketing Executive to join their team. In this role, you'll play a pivotal part in managing essential marketing tasks and overseeing brand communication.

Your responsibilities will include content creation, social media management, and collaborating with the solutions team to introduce new products and services to the market. You'll be instrumental in ensuring that messages effectively resonate with the target audience. So if you are a motivated self-starter who shares our enthusiasm for B2B marketing and is eager to contribute meaningfully apply below!

### **Job Responsibilities:**

PR Opportunity Identification: Spot opportunities for brand exposure and reputation building.

CRM Oversight: Manage CRM for customer relationship enhancement.

Event Planning: Coordinate webinars and events for impactful experiences.

SEO Collaboration: Work with SEO partners to enhance online visibility.

Award Applications: Handle submissions to industry awards.

Campaign Support: Assist in launching new services and executing marketing campaigns.

Marketing Calendar Coordination: Maintain organised marketing schedules.

Social Media and Advertising: Manage social media, PPC, and ad campaigns for audience engagement.

Newsletter Management: Prepare and analyse monthly newsletters for actionable insights.

Content Creation and Blogging: Develop engaging blog content to boost brand presence.

### **About You:**

Excellent copywriting skills

Understanding of marketing funnel concepts

Good grasp of digital advertising, social media, campaign management, and events

Previous experience in a marketing role in the IT sector

Familiarity with HubSpot

Experience with social advertising

Design skills.

### **What's Offered:**

Hybrid working - up to 2 days working from home per week

Free on-site parking

A great company culture and fun working atmosphere

Brand new modern HQ

Westfield Healthcare Cover

Social events

Casual dress

Company pension

Dedicated time for personal development within your working week

Join the team and be part of our client's commitment to delivering exceptional customer experiences in IT support.

*Verus Recruitment Partners is an equal-opportunity employer acting on behalf of our client. All qualified candidates are encouraged to apply.*

**Keywords:**Marketing, Marketing Executive, Marketing Administrator, Content Creation, SEO, PPC, Hubspot, Social Media, South Yorkshire, Sheffield, MSP, IT

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