

## Senior Marketing Executive

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Company: You Recruit

Location: Manchester

Category: other-general

YOU Recruit is seeking a dynamic and experienced Senior Marketing Executive to join a client based in Sale, Manchester. The ideal candidate will have a proven track record in developing and executing strategic marketing initiatives to drive brand awareness and customer acquisition.

As a Senior Marketing Executive, you will report directly to the CEO of the company and be responsible for the marketing division within this company whilst implementing innovative campaigns, developing projects, managing social media platforms, and collaborating to achieve organizational objectives.

What you'll be getting up to:

The successful candidate will initially be the sole contact for this division within the business, to build a marketing function from the ground up in an innovative and exciting financial services business.

Duties & Responsibilities:

- \* Working on all core marketing disciplines including web-based content, content marketing, copywriting, print, multi-media, digital, social media, direct marketing, promotional marketing, project and supplier management, and marketing planning to deliver engaging campaigns.
- \* Copywriting, and coordination of designers for producing online materials such as brochures, presentations, emails, infographics, videos, and newsletters.
- \* Collaborating on the concept, development, and implementation of marketing plans and strategies, product concepts, and promotional programs driving interest and sales.
- \* Taking ownership of and evaluating marketing campaigns, advertising, and optimization

metrics to ensure campaigns are effective - reacting quickly and revising campaigns where needed to ensure that trends are acted upon to maximize ROI.

- \* Conducting competitor market research
- \* Developing relationships with and working alongside internal or external creative teams, marketing agencies, suppliers, and contractors to promote sales or brand awareness through bespoke marketing campaigns.
- \* Designing and executing social media and online activity, writing creative copy, content strategy, and implementation.
- \* Continuously seeking new or expanded revenue opportunities.

What we're looking for:

- \* Extensive experience in copywriting is essential for this role.
- \* Proficient in digital marketing and social media content creation
- \* Knowledge of Google Ads management is a plus.
- \* Strong leadership and team management skills
- \* Good working knowledge of all core marketing areas, including content marketing, copywriting, multi-media, print, digital, social media, direct marketing, and promotional marketing.
- \* Excellent time management and prioritization capabilities, coupled with the ability to control various projects simultaneously.
- \* The ability to process, delegate, and prioritize tasks in an organized and proactive manner.
- \* Project and campaign management experience.
- \* The ability to work well with cross-departmental team members, enabling collaboration and advice sharing.
- \* Strong research capabilities.
- \* The ability to use software packages including Office 365, Excel, Word, PowerPoint, Dot Digital, Mailchimp, Hootsuite, Sprout Social, Google Business Tools, Analytics, Keyword Builder, Data Studio, Salesforce, HubSpot, SEMrush, Adobe Suite, Vimeo, and WordPress.

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