

Group Marketing Executive

Who are we?

Northern Industries is the group parent entity for Steelway Fensecure Limited, JHT Fabrications and CEL Sheet Metal, and is now looking to recruit a confident and outgoing Group Marketing Executive who would love an opportunity to be involved in some exciting forthcoming projects.

The role

Reporting to the Group Chief Operating Officer, the successful candidate will co-ordinate Marketing activity for all group divisions through a phased plan. There is the potential for the right candidate to progress to a Group Marketing Manager role in the future.

Key projects for 2023 include a full website re-build, re-branding of the group's divisions and a review of our social media strategy. The successful candidate would work alongside an external marketing agency to help bring the new website to life and deliver other projects.

Main Responsibilities

- Plan, develop and implement effective marketing communication campaigns and projects
- Write engaging copy for a variety of audiences and channels
- Responsible for company branding
- Digital marketing, to include experience of SEO, Google Analytics, Google AdWords and social media marketing including Facebook and LinkedIn
- Creation of regular and insightful analytic reports

Requirements

- The role would suit a self-starter who is creative, an excellent communicator and can work on their own initiative.
- Educated to degree level in a relevant field or hold a marketing qualification
- Two years plus experience in a similar role
- Good design skills would be an advantage
- The ability to build good relationships with all stakeholders
- Ability to manage multiple projects simultaneously with excellent attention to detail.
- Driving licence preferred

Benefits

- Competitive salary dependent on experience
- 33 days holiday, to include 8 statutory days.
- Support for additional training if required

Applications to cv@steelway.co.uk to include salary expectations.

Closing date 31st January 2023