

MARKETING EXECUTIVE

JOB DESCRIPTION

JOB TITLE: Marketing Executive

COMPANY: Stronghold Global Ltd

1. **Person to whom the job holder is responsible.**

Digital Marketing Manager

2. **Stronghold Global**

We are Stronghold Global, experts in site supplies, safety and workwear clothing and equipment with a passion for keeping workforces comfortable and safe. We are leaders in digital solutions and are investing heavily in the development of our marketing services. We've gone from strength to strength and work with some household names, providing site workwear supplies across construction, manufacturing and facilities management sectors. We are now looking for a Marketing Executive to join our team and support our marketing strategy.

3. **Main purpose of role**

You will work closely with the Digital Marketing Manager and Communications Marketing Manager to help implement our marketing strategy across various digital and traditional channels including, email and social to help boost brand visibility, drive website traffic, and improve customer engagement across the business. A brilliant opportunity for a up-and-coming marketer who wishes to develop their knowledge and of CRM and funnel management to join a modern and rapidly expanding business business.

4. **Key tasks and responsibilities**

- Communicate new and existing activities with the Marketing Department and other key stakeholders.
- Support the growth of web traffic to enable digital growth and optimise campaign performance
- Build relations with Sales to ensure Marketing and Sales are working effectively together.
- Help maintain and develop our digital offering with our digital agency.
- Work with the marketing team to execute integrated multi-channel campaigns, ensuring content is targeted to reach a wide and relevant audience.
- Collaborate with the marketing team to brief in content that supports and enhances the Marketing Plan.
- Help deliver fresh and innovative concepts and content across multiple social media channels, and sites, sharing informative and useful guides where relevant.

5. Requirements for the role

- Bachelor's degree in Marketing or a related field or 1-2 years' relevant experience.
- knowledge of delivering marketing plans would be desirable.
- Knowledge of delivering multi-channel marketing digital communications would be desirable.
- Strong communication and writing skills.
- Detail oriented.

5. Other Details

- Full-time and permanent (Monday to Friday)
- Working hours: 08:00 – 17:00
- Salary: £18,000 to £22,000, dependent on experience.
- Based in Swindon
- Holidays: 28 days plus Bank Holidays
- Pension: Details on request.