

Marketing Executive

Up to £32,000 per annum

About MAR and role

Due to continuous growth and expansion MAR is currently recruiting for a Marketing Executive to work within our offices in Bracknell.

This is a fantastic opportunity to join a dynamic department, at such an exciting time. Working closely with the Sales & Marketing Manager, the successful Marketing Executive will help to shape the company's overall marketing strategy and be responsible for the implementation of all resulting marketing output.

This will typically include (although not exclusively) areas such as creating content for and updating the company's website, managing social media output, developing direct marketing campaigns to potential clients, designing client proposal documents and presentations, playing an active role in CSR initiatives and managing and overseeing brand guidelines.

The post holder will also actively support the department's objective to seek out new business development opportunities across a range of potential clients and to ensure that all such commercial opportunities are fully exploited.

Responsibilities:

- Develop and implement an annual marketing plan that positively promotes the company.
- Ensure the company's website(s) reflect the brand personality and that content is always up-to-date.
- Prepare and publish all social media output.
- Produce on-going direct marketing campaigns that engage with potential clients and which supports business lead generation.
- Manage overall look and feel of standard customer proposals for all services
- Assist in delivering the company's CSR policy, particularly with regards to client facing / charity-based activities.
- Support the Business Development Manager(s) in seeking out suitable commercial tender opportunities and then managing MAR's response to these, in terms of both copywriting and design.
- Ensure that all required resources to support tender opportunities are maintained and up-to-date at all times, including bid library documentation and photography.
- Support of wider departmental business development projects and a desire and willingness to take an active role in various sales growth objectives

About you:

- Strong, proven experience in marketing
- Positive and can-do attitude with a proactive approach
- Strong team player who is willing to share ideas across the brand
- Experience using Adobe InDesign and Photoshop essential
- A flexible approach and willingness to support wider business development goals and objectives
- Experience of running campaign events and projects
- Excellent English language skills, both spoken and written
- Ability to effectively communicate at all levels within the organisation
- Ability to achieve goals in a fast-paced, high growth and high-pressure environment

This is a permanent, full-time role based in our Head Office in Binfield.

Salary of up to £32,000 per annum, depending on experience. Private Health, enhanced holiday entitlement and a Company Sick pay is also part of the package.

To apply for this role, send us an email to recruitment@marfm.co.uk with your CV and a covering letter.



FACILITIES MANAGEMENT