

## **Marketing Executive**

**Contract type:** Permanent

**Location:** Slinfold, Horsham, West Sussex

**Hours:** 8.30am to 5.30pm with an hour for lunch

**Salary:** Competitive

**Reports to:** Marketing Manager

### **Role Summary:**

The Marketing Executive supports the Marketing Manager to implement the overall Marketing strategy, in order to promote the Cordek brand and its products and services. The role includes a combination of design tasks, along with digital and general marketing activities.

### **About the Company:**

An established and respected innovator in their niche field, Cordek Limited are market leaders in the manufacture and supply of high performance, innovative solutions designed to protect buildings and structures from the hazards faced from expansive soil, VOC and Ground Gas.

The Company has built an enviable reputation and has worked closely with Engineers and Specialist Contractors in developing robust Ground Heave, Gas Protection, Formwork and Piling solutions.

People are at the heart of our success and are our most important resource. We're resourceful, innovative and united behind common business goals, well defined processes and robust strategy.

More information can be found at [www.cordek.com](http://www.cordek.com)

Cordek Limited is looking for a key individual to work alongside our Marketing Manager who will come with experience in Digital marketing and who is keen to take on new challenges and determination to learn and achieve results.

## **Roles and Responsibilities**

### **Design**

- Create marketing materials using approved templates, within agreed brand styles
- Liaise with printers and design agencies to create marketing materials within pre-determined deadlines
- Design adverts for use in exhibition magazines
- Create in-house graphics and collateral ensuring consistency of brand across all corporate literature and content
- Digitally re-touch and edit images and photographs
- Design website banners and assist with web visuals
- Design and update PowerPoint templates, for use both internally and externally

## **Digital**

- First point of contact for digital agency
- Update content on company website including new products, images, banners and news articles
- Knowledge of Google Analytics and reporting
- Knowledge of optimising web content for SEO
- Stay up to date with current SEO trends and requirements, assess suitability and provide recommendations
- PPC account auditing and management
- Provide support to Marketing team to implement Email Marketing annual schedule
- Prepare marketing emails, as directed, using CRM software, by formatting content and graphics, composing text and adding hyperlinks
- Maintain and update marketing customer databases and distribution lists for use in email campaigns as instructed
- Measure performance of email marketing campaigns and suggest improvements

## **General Marketing responsibilities**

- Organise photoshoots with professional photographers, manage photoshoots on-site where necessary, select best shots and gain approvals for use
- Use digital SLR camera to capture progress of key projects on Cordek site, working closely with manufacturing/design teams
- Organise event schedule, associated logistics and marketing requirements
- Manage Continuous Professional Development (CPD) presentation logistics and updates to presentation
- Manage and develop product samples for sales team and ensure appropriate stock levels
- Manage stock of promotional goods, branded stationary and brochure stock
- Write and proofread technical copy using content provided by in-house technical experts, specifically for case studies, articles and web content
- Process invoices and update budget spreadsheet

## **The ideal candidate will have the following skills and attributes;**

- Proactive Marketing professional
- At least 2 years' experience in a similar role
- Digitally savvy with experience of updating websites
- Experience of using In-Design or equivalent design software (e.g. updating datasheets, creating leaflets, brochures, adverts)
- Highly organised with experience managing and co-ordinating event schedules
- Email marketing – not essential, but desirable
- Technical writing capability – not essential, but desirable

## **Rewards:**

- Annual performance bonus
- Full training provided by the Company
- Professional development
- Membership of the Company Group Personal Pension Scheme
- 24 holiday days, increasing to 25 holiday days in 2020 (excludes bank holidays)