

Marketing Executive

Company: Peak Sensors Limited

Location: Chesterfield, S41

Salary: Dependant on your experience

Permanent, Full-time

Do you have business-to-business marketing experience and are looking for a stand-alone marketing role within a growing SME international business?

On offer is an exciting opportunity to join a temperature sensor manufacturing company who design and build a wide range of specialist products. The company is looking for a Marketing Executive who will develop and execute marketing strategies to highlight the best of Peak Sensors and our products.

This exciting and varied role involves researching, analysing, planning, coordinating, implementing, evaluating, optimising content and reporting on all marketing activities.

As Marketing Executive you will be:

- Working with the Managing Director to derive marketing strategies, plans and campaigns.
- Creating and delivering high-quality and engaging content across a range of online channels.
- Developing and managing end-to-end marketing campaigns, from briefing stage through to delivery and reporting on ROI.
- Working closely with colleagues to attain key information for marketing material.
- Planning, optimising, implementing, and managing organic and paid search campaigns.
- Creating and optimising online content to maximise visitor to lead and enquiry conversion rates.
- Managing Social Media channels including sponsored and organic content to help build awareness, website traffic and support lead generation.
- Planning and creating content for digital platforms such as photos, videos, website copy, promotional emails and engaging case studies and stories.
- Coordinating the production of marketing materials including brochures, technical sheets, presentations and more.
- Researching and reporting on new markets to identify potential new business opportunities, market drivers and trends.
- Developing close working relationships with external agencies to effectively support the delivery marketing outcomes.

Qualifications and Skills Required:

- CIM/CAM qualification or similar professional marketing qualification.
- Minimum of 2 years' experience in a B2B Marketing role.
- A proven record of transforming complex technical details into tangible selling points and relatable marketing content.
- Ability to analyse marketing data and activities to translate into insight-based reports.
- Strong project management, organisational, analytical and administrative skills.
- Excellent copywriting and proofreading abilities with an interest in the creative side of marketing that ensures a high standard of work is maintained.
- Experience using content management systems like WordPress.

- Digital Marketing experience including working knowledge of social media platforms, email marketing software, understanding of SEO and PPC advertising.
- Ability to obtain and translate key statistics from platforms like Google Analytics and Google Console.
- Experience of building relationships and successfully working with agencies.

Benefits:

- Performance related bonus
- Pension
- Annual leave rising with service
- Free car parking

To apply for the role please send a cover letter and CV as a pdf to careers@peaksensors.com