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**B&M Waste Services**

ROLE PROFILE: Marketing Executive

Location: Wirral

Salary: £27,500 Hours of Work 8.30am – 5pm

Job Type: Permanent,

B&M Waste Services are a forward thinking, ambitious, national company seeking a creative and results focused marketing professional to support our marketing team. The new role will be joining at an exciting time of growth for the business and be part of a department tasked with enhancing our promotional efforts.

You will assist in delivering the marketing strategy, developing your knowledge, and contributing to the company's growth in the total waste management sector. You will have a keen interest in marketing both offline and online, with a flair for creativity, innovation, and a good understanding of a variety of social and content platforms. You will have a proactive and positive mentality with an ability to manage various workflows whilst having an eagerness to learn and grow your skill set.

Key focus areas of the role:

* You will be a key day-to-day contact in executing the marketing strategy, providing company updates/information/communications and keeping timelines of campaigns on track.
* Regular content research and production in line with requirements (blog/news/website).
* Ownership of basic creative adjustments (Canva or similar) across the company outputs, content management across our website (WordPress) and email template amends and uploading (Mail Chimp).
* Social media account and post management and reporting.
* Planning, management, sending and reporting on email activity.
* Supporting audience research, profiling and persona development.
* Production of regular new case study content.
* CRM, online shop and customer hub process management.
* Supporting on offline marketing activity and materials, content creation and reporting - PR, Direct Mail, charity and recruitment marketing.
* Budget management support.
* Assisting sales and customer service teams.
* Internal team communication and coordination on company initiatives and events.
* Supplier relationship management and communication.
* Organising and attending events and networking with the Marketing Manager.
* Filing, organising, record keeping across marketing administration requirements.

# Core responsibilities:

* Provide topics for inclusion in, and the associated content for, the monthly social media calendar (e.g. award wins, charity events, company news etc.) for Marketing Manager and agency partner review.
* Produce content, owning the delivery against the organic social calendar as well as developing ad hoc / reactive new posts. Scheduling and management of posts using Sprout Social.
* Planning, management, campaign production and reporting on email marketing activity.
* Ensuring customer contact data is compliant and up-to-date and that categorisation and segmentation in CRM is fit for purpose to maximise our marketing efforts.
* Gather and provide content, information and relevant photography / video content to develop thought leadership content for social media and the website as well as wider marketing collateral and outputs.
* Produce monthly reports across digital performance in collaboration with agency partner (including social media, email, DM, PR, the website and campaign activity).
* Supporting and writing design, development and project briefs when required alongside feedback on all creative produced.
* Basic content management of the website (required updates and editing). Adding new content and pages to the website once produced.
* Managing the production of new content for the website including the news/blog content calendar whilst providing assets and information to support website activity and improvements.
* Management of marketing assets - internal filing, stock footage and company photography usage management/awareness.
* Gathering required content for case studies, photography/video, insight, results and testimonials from customers. Working with the customer service team to put a process in place for building case studies.
* Ensure the online shop is always fully functional, fulfilling orders, managing transactions and refunds, full set up and verification of Stripe on an ongoing basis (working with internal departments across fulfilment).
* Day-to-day management of the Customer Hub.
* Ideation support for wider digital marketing activities such as digital PR, video etc.
* Support the recruitment/HR marketing activity where necessary.
* Ensure regular content is produced for charity focused activity and is documented and captured. Creating and managing Just Giving pages for all charity events as required.
* Gather required content and assets and support direct mail campaign activity.
* Creating P.O.s for all orders and helping maintain budget recording.
* Assisting the sales and customer service teams with PowerPoint presentations and other sales materials needed.
* Liaise with all internal departments to organise internal events as well as meeting with and organising attendance of staff to charity and award events.
* Developing and owning a staff newsletter and other internal communications systems.
* Assist in managing and co-ordinating external suppliers including printers and web/digital agencies.
* Creation and amendment of company branded stationery including business cards.
* Keeping a log of all marketing activity and press coverage and communicating internally.

# Reports to: Marketing Manager.

Quarterly performance reviews and professional development plan to be in place with a regular

training commitment.

# KPls

* ROI from marketing activity - revenue generated via marketing activity to contribute to 3-year business plan, reported on annually, quarterly and monthly.
* KPIs around SQLs delivered per month/quarter.
* The regular delivery of new case studies per quarter created.
* Increased lifetime customer value.
* PD plan and quarterly reviews held for direct report.
* Monthly reporting and analysis.
* Quarterly market insights and competitor report shared with stakeholders.

# Experience/skills Required

# At least 1 year of experience in a related marketing role.

* Experienced in writing, proofreading and editing marketing content.
* Good understanding of the social media landscape, and experience of managing social media content and using a range of social media tools.
* A foundation of marketing mix knowledge - Google Analytics and marketing tools i.e. Sprout Social, Canva, WordPress, Mail Chimp knowledge preferable but training can be available.
* Knowledge and genuine interest of the marketing industry including digital; paid advertising, SEO, websites, design and social media with demonstrable results.
* Commitment to continuous learning and self-development.
* Awareness and interest in new trends in marketing and best practice as implemented by competitors and companies in adjoining sectors or with relevant challenges.
* Ability to work on own initiative, solution-focused mindset, and energetic attitude.
* Outstanding organisational skills.
* Ability to work under pressure to tight deadlines.
* Ability to work with staff at all levels.
* Solid IT skills. A team player with ambition, drive and positive personality.