



## **Marketing Specialist (Full & Part Time)**

Join a fast-growing business that supports your personal progression

Job title: Marketing Specialist

Direct reports: This role has no Line Management/Budgetary Responsibility.

Working pattern: Office hours: Monday – Friday 8am-5pm

Salary:

Location: Windmill Leisure Golf Range, Henfield Road, Westerleigh, Bristol BS36 2FE

### **Our vision for MJP**

We're building a unique electrical company in Bristol and Bath; one that's renowned for responsive communication and the reliability of our people. We're ambitious and we're growing the business while retaining our reputation for excellence. You'll be an integral part of the business. Without you and your skills, it's impossible to run the company successfully

### **The Role**

As the Marketing Specialist, you will lead the marketing delivery in line with the MJP's growth plans. You will need to use deep market and customer insights to create and execute a winning marketing plan to meet market demands. You will be responsible for driving our brand, outreach, lead generation and marketing communications to promote the MJP to our target market and position us as the industry leader that we are.

You will be accountable for all marketing activities and will need to develop close relationships with our Sales Teams, Customer Care and Administration functions.

You will control the marketing budgets and be responsible for negotiating sponsorship agreements and contracts with external PR, Advertising and Design agencies to maximize value for the organization.

The role requires a creative, results-oriented, energetic professional with a passion for the job and the skills to deliver extraordinary results.

### **Responsibilities**

- Manage and be accountable for all events, campaigns, branding and website, marketing communications and lead management/nurturing.
- Determine plans to increase lead quality and as appropriate manage the lead cleansing/filtering process.
- Drive lead generation campaigns and activities, whilst managing and being accountable for goals, creative campaigns and campaign activities.
- Ensure weekly reporting to the MJP Management team on campaign progress and leads, such reporting to be clear, transparent and meaningful.





- Plan and deliver fully integrated marketing plans that create awareness, drive engagement and generate customer demand.
- Work closely with sales to determine qualified lead handover, nurturing activities and understand the needs of Sales.
- Appoint and manage external marketing-related agencies and manage their activities and output.
- Assist with writing, editing and project management for outbound marketing initiatives, including, letters, solution sheets, website content, promotional materials and quarterly newsletters

### **Qualifications / Desirable Skills, Qualities and Experience**

- Higher or Further qualification in a marketing or related field.
- CIM qualification an advantage
- 2 years' experience in product marketing management in a relevant B2B/B2C environment
- Analysis including Brand, Competitor Marketing Strategy
- Marketing budget management experience
- Highly digitally literate – including social media best practices – active user of Twitter and LinkedIn. IT literate in technologies including (Microsoft Office – Word, Excel, PowerPoint etc, CRM's, Google analytics.).
- Must be fluent in English and write fluently, persuasively, and competently
- Demonstrable track record of lead generation and delivering real terms growth
- High level of energy, self-motivation, and a passion for success in sales
- Excellent communication, critical thinking & analytical skills
- Personal qualities of integrity, credibility and a commitment to the mission
- Excellent organisational, project management and problem-solving skills
- Knowledge of marketing strategies, concepts and best practices
- Strong work ethic with a 'can do' and flexible attitude
- Must be a team player working within an environment which is KPI driven

### **Key Responsibilities:**

- Take responsibility for the website and ensure that data is accurate, up to date, and presented in a manner that portrays MJP ahead of its peer group.
- Be responsible for the continual updating of collateral, adding and amending content to incorporate new developments and in line with industry standards.
- Implement lead generation campaigns via email, social media, website and events.
- Maintain relationships with external marketing sources to ensure we hold a clear record of agreements and potential costs to the business.
- Expand awareness of MJP via Social Media platforms.
- Proactively create media site content, press releases and newsletters by liaising with colleagues to ensure all new innovations are publicised in a timely and high-profile manner.





- Conduct case studies with our customers to use in our marketing activities to promote the business.
- In conjunction with the team create a marketing plan for the year to include campaigns, events and new product development promotions.
- Proactively develop knowledge of our products and services to enable you to take a key role in promoting our business.
- Some travel to events, trade shows and networking meetings
- Measure the success of demand, lead generation and nurture campaigns.

### What we can give in return:

- Performance bonus
- Pension Scheme
- WPA Private Healthcare
- 20 days' holiday plus bank holidays pro rota
- Gym membership
- On-site parking
- Team fun days and evenings out

### Development opportunities:

- Opportunities to develop your career and branch out into other areas of the business that interest you

