

## Marketing Executive (Part-Time)

**16 hours per week.**

Farleygreene are a small family-run business who design and assemble sieving and screening machinery for various manufacturing industries such as food, pharmaceutical, and additive manufacturing. This role presents an exciting opportunity to develop your marketing experience by helping to support the growth of a global brand.

We are looking for a talented and capable Marketing Executive to work autonomously during a period of maternity leave.

You will be responsible for the company's marketing content creation and arranging our company exhibitions. The ideal candidate will have a genuine passion for content creation and an abundance of ideas for execution strategies. They must bring forth a strong arsenal of techniques and methods to promote our products and public image. The goal is to reach out to the market and cultivate the customer's interest in our products in ways that strengthen our reputation and facilitate our continuous growth.

### Responsibilities

- Manage advertising campaigns across various platforms, working with third parties.
- Co-ordinating exhibition schedules with our network of global distributors.
- Research, write, and distribute case studies and product information articles in line with SEO strategies.
- Design engaging LinkedIn posts and short video clips.
- Add new products and updates to the WordPress website and manage information where required.
- Maintain the Marketing/Product SharePoint platform.
- Ensure brand consistency across the board within our own marketing and marketing shared by our distributors.
- Design and distribute email newsletter and bulletins.
- Support with some internal event organisation, poster and presentation design, signage, and uniforms, and assist with layout of documentation and handbooks.
- Creation of quarterly company newsletter.

### Skills

- Experience using WordPress to update and manage content.
- Experience using a DSLR camera to capture photo and film.
- Experience designing graphics and editing photography and video using the Adobe Creative Suite; Photoshop, Illustrator, InDesign & Premiere Rush/pro is essential.
- Adept at using Campaign Monitor, or similar, to send email marketing campaigns.
- Excellent spelling and grammar skills are essential.
- Previous experience in B2B marketing in an engineering/industrial environment is desirable.

### Qualifications

BSc/BA or HND in marketing or relevant discipline.

2 + years of experience in a similar role.

At least 2 years + experience using the Adobe Creative Suite.

### Benefits

Salary £27K pro rata per annum.

Flexibility and autonomy within your role.

Relaxed office dress code.

Opportunity to work from home.

A company mobile phone and laptop will be provided.  
Healthcare benefits are included in a medical cash plan.

**Responsible to**

Brand Manager (on maternity leave from January 2024)  
Strategic Business Development Manager (from January 2024)

**Please send applications to: Charlotte Staley**

**[charlotte@farleygreene.com](mailto:charlotte@farleygreene.com)**

**Closing date:** Friday 1st September 2023.