

Stertil House  
Unit A, Brackmills Business Park  
Caswell Road  
Northampton  
NN4 7PW  
Telephone: 08707 700471  
Fax: 01604 765181



## Job Specification

### Job Title – Marketing & Social Media Manager

<b>Expiry Date for Applications</b>	<b>30 April 2023</b>
<b>Job Type</b>	<b>Marketing &amp; Social media Manager</b>
<b>Post Type</b>	<b>Part Time – 25-30 hours per week</b>
<b>Site</b>	<b>Hybrid</b>
<b>Salary / Bonus</b>	<b>£35k to £38k pro rata</b>
<b>Holidays</b>	<b>20 days (1yr) 23 (2yr) 25 (3yr) + Bank Holidays pro rata</b>
<b>Line Contact</b>	<b>Department Heads</b>

### MAIN PURPOSE

The Marketing and Social Media Manager is responsible for developing and implementing the company's marketing strategies and social media campaigns. You will play a vital role in increasing the company's brand awareness and generating leads.

### Responsibilities

- Develop and execute marketing strategies to promote the company's products and services.
- Maintain the company's web site in line with guidance from the Marketing Manager at Head Office in the Netherlands
- Develop and manage the company's social media accounts, including creating content, scheduling posts, and responding to customer inquiries.
- Analyse social media and website metrics to track the effectiveness of marketing campaigns and adjust strategies accordingly.
- Develop and manage email marketing campaigns to engage with customers and promote the company's products and services.
- Collaborate with design and content teams to create marketing materials, such as brochures, flyers, and digital ads.
- Research and stay up to date on industry trends and best practices in marketing and social media.
- Monitor and manage the company's online reputation by responding to customer reviews and feedback.
- Editorial Placement.
- Maintain contact with Editors of trade journals and develop relations.
- Negotiate advertising rates.

Whilst the above is a broad overall of the role, this may change from time to time to suit the needs of the business.

### QUALIFICATIONS

- Educated to an above average standard in Maths & English
- Evidence of computer literacy in Word and Excel

### EXPERIENCE AND KNOWLEDGE

- Competent level of marketing qualification and experience.
- Strong project management skills with the ability to manage multiple projects simultaneously.
- Knowledge of social media platforms and their best practices.
- Experience with email marketing tools and techniques.
- Familiarity with website analytics tools such as Google Analytics.

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- Proven ability operating at senior levels where appropriate.
- Good level of computer literacy.
- Ability to communicate, both verbally and in writing.