

Job Reference:
Job Title: Marketing Executive
Reports to: Marketing Manager
Closing Date (If applicable): N/A
Start Date: **asap**

Hanover Displays Limited is a worldwide, leading manufacturer of passenger information systems for the public transport industry. All design and development, and the majority of production, is carried out at our head office in Lewes, East Sussex.

We have a friendly open environment in our Marketing department and are looking for a talented marketing executive to join us at an exciting time of growth.

A competitive salary package is available, including contributory pension scheme, private medical insurance, company laptop, phone, all required tools and a minimum of 24 days holiday per annum. We offer a long service scheme with your holiday increasing to a maximum of 29 days per annum.

Brief Summary	<p>We are looking for an enthusiastic Marketing Executive to support our busy Marketing Team. You will be responsible for planning and implementing marketing projects, including the social media calendar, updating and refreshing the company website, SEO, supporting the organisation of exhibitions, content writing, PR, and both online and offline marketing campaigns.</p> <p>This is a great opportunity for a versatile Marketing Executive who is passionate about marketing and content creation. The successful candidate will be a hard-working individual who is proactive, detail oriented and creative.</p>
Tasks and Duties	<ul style="list-style-type: none"> • Writing and developing content for our website, blogs, social media, PR etc. • Maintain and update our website, including SEO. • Coordinate our social media activities including the creation of our social media calendar. • Responsible for planning and implementing marketing projects. • Work alongside and provide support to the Marketing Manager to develop and execute marketing campaigns. • Conceptualise and produce creative assets for online and offline marketing campaigns, ensuring alignment with brand guidelines. • Coordinate and design the development of marketing materials and videos. • Support with the organisation of exhibitions. • Utilise analytics tools to track and analyse digital performance metrics, making data-driven decisions to enhance campaign effectiveness.

Essential Skills	<ul style="list-style-type: none"> • 3 – 5 years' experience in a marketing role. • Degree in marketing, CIM Diploma or equivalent experience. • Excellent organisational, planning and coordinating skills. • Excellent verbal and written communication skills. • Ability to work independently and as part of a team. • Attention to detail. • Excellent copywriting skills. • Experience in planning and delivering digital and traditional marketing activities. • Experience in updating and refreshing WordPress websites, and SEO. • Basic knowledge of Adobe InDesign, Photoshop, Illustrator. • Experience in using Google Analytics. • Experience in exhibition organisation. • Proficiency in MS Office with ability to learn new systems
Desired Skills	<ul style="list-style-type: none"> • Experience in B2B marketing. • Experience in working for a manufacturing business. • Willingness to take a hands-on approach as needed. • Sound understanding of various social media platforms and digital marketing trends • Demonstrated enthusiasm with a proactive initiative. • Any foreign language skills. • High standards of professionalism and work ethic with a positive can-do attitude. • Demonstrate flexibility in daily tasks and training. • Good working knowledge of Adobe Creative Suite (InDesign, Photoshop, Illustrator).

Contact Information:

Email us with your CV including details of your qualifications, experience and availability at Recruitment@hanoverdisplays.com