



## **MARKETING EXECUTIVE**

Excellent opportunity for a Marketing Executive to join our team on a full-time, permanent basis. Reporting to the Marketing Manager, you will work within a busy team to actively promote, develop and grow a successful and well-established brand in line with the Marketing Strategy.

### **THE ROLE:**

- Maintain and update company website on a regular basis
- Manage social media channels in line with the Marketing strategy
- Develop and implement regular email marketing campaigns
- Design and maintain company literature, including copy-writing and proof-reading
- Plan, capture and edit photographs and videos to create relevant, engaging content
- Arrange and attend trade shows throughout the UK and Ireland
- Support a year-round events calendar
- Develop and promote the Nugent brand, ensuring brand guidelines are adhered to
- Support the Sales team and Dealer network when required
- Carry out Market Research to support business strategy and growth
- Collate, analyse and present analytical reports of all Marketing activity

### **THE PERSON:**

- Exceptional interpersonal and communication skills, both verbal and written
- Strong attention to detail
- Excellent organisational skills with an ability to adapt and prioritise in a fast-paced, ever-changing environment
- Creative approach with the ability to bring new ideas
- Ability to work within a team and to collaborate with various key stakeholders

### **ESSENTIAL CRITERIA:**

- Marketing-related qualification
- Previous experience in a similar role
- Proficient in the use of Microsoft Office packages

**DESIRABLE CRITERIA:**

The following criteria would be advantageous but not essential:

- Previous experience using a website Content Management System
- Familiarity with image and video editing software
- Copy-writing experience
- Knowledge of a European language

Criteria may be enhanced depending on volume of applicants.

**APPLY:**

- Email CV and cover letter to amy.owens@nugentengineering.com
- Closing date: Friday 29<sup>th</sup> November 2019