

E
X
P

VACANCY MARKETING EXECUTIVE: DIGITAL COMMS

MATERNITY COVER

PART-TIME



HEY

We are EXP – an award-winning brand and digital consultancy.

We're looking for a marketing executive (maternity cover) to join our growing team.

Over the past 10 years we've delivered brand identities, campaigns, and websites to clients big and small including Lancaster University, James Cropper PLC, Connect 2 Cleanrooms, Royal Westmoreland Barbados, Mazuma, and Lincrusta to name a few.



THE JOB

This role is perfect for someone who's creative and analytical. As a marketing executive, you'll be managing client digital comms including social media channels, blogs, and email newsletters by producing and publishing content.

You'll work with clients to plan and develop content that aligns with strategic goals. The content will need to be engaging and use the brand's tone of voice.

Day to day responsibilities will include planning and scheduling content, engaging with online communities, and sharing your success with monthly client reports to detail results.



Social Media Management

- Oversee the daily management of client social media channels (Facebook, Instagram, LinkedIn, X, TikTok), ensuring consistency in brand voice, tone, and messaging.
- Schedule posts, manage content calendars, and track social media trends.
- Write and post engaging content for client brands, ensuring it resonates with target audiences while adhering to the brand guidelines and content strategy.
- Work with designers to produce eye catching and engaging graphics.
- Engage with followers, respond to comments, and build a vibrant online community.

Blogs & Email Marketing

- Collaborate with clients to understand their strategic goals and write compelling blog content.
- Ensure blog posts are aligned with SEO best practices and help drive traffic to client websites.
- Post completed blogs on client websites and ensure the content is optimised for performance.
- Produce email marketing newsletters and send them to distribution lists.

Analysis & Reporting

- Monitor and analyse the performance of marketing campaigns, including social media, blogs, email marketing, and other online initiatives.
- Provide reports on the effectiveness of campaigns, identifying areas for improvement and recommending optimisations.
- Regularly assess and refine strategies based on performance data and client feedback.

Research

- Conduct research on behalf of clients to understand trends, opportunities, challenges, and barriers.
- Make pro-active suggestions as to how content could be improved, giving examples of experience and success stories in the industry.
- Keep an eye on industry trends and changes to make sure clients are informed and up-to-date.

YOU

The ideal candidate will love getting involved in projects to develop content and analyse campaign results.

You'll be working with our team to build on strategic ideas and collaborate with our designers to produce assets that fit the brief.

You'll be client-facing, so management of time and the ability to handle the good and bad is a must.



MUST HAVES

The ideal candidate must have:

- Experience in social media management, blog writing, and content creation.
- Excellent writing skills with the ability to craft engaging, clear, and persuasive copy.
- Proficient in content management systems (WordPress), social media scheduling tools, and email marketing platforms (Mailchimp, Campaign Monitor). Hubspot would be a bonus too.
- Strong analytical skills, with experience using tools such as Google Analytics, Facebook Insights, etc.
- Ability to work independently, manage time effectively, and meet deadlines.
- Knowledge of SEO principles and best practices is a plus.
- A proactive attitude and a creative approach to problem-solving.
- Excellent organisation and planning skills with the ability to work on a number of projects simultaneously.

ESSENTIAL INFO

- **Hours:** The role is part time at 0.6 (22.5 hours per week). This could be worked as 3 full days (7.5 hours per day) or alternatively spread over 4 or 5 days.
- **Salary:** £25,000 per annum pro-rata (open to negotiation for the right candidate).
- **Annual Leave:** 33 days pro-rata including bank holidays.
- **Office Location:** Storey House, White Cross Business Park, Lancaster, LA1 4XQ.
- Flexible working available from day one.
- This post is maternity cover for an anticipated period of 6 months.

We will consider freelancers on a contract basis for this role.

Applicants must have the right to work in the UK. International applicants will not be shortlisted for this role.

We do not intend to use recruitment agencies for this vacancy and would therefore ask this role is not promoted without our permission.

INTERESTED?



APPLY

If you're the person we're looking for, e-mail Tom Grattan, Managing Director, at jobs@expconsultancy.com.

We recommend sending a CV along with examples of your work detailing the brief/challenge, your process, and the result.

Want to know more about EXP before you apply?
Feel free to email and we can arrange a call.

KEY DATES

- Application closing date: Wednesday 5 February 2025
- Shortlisting: Monday 10 February 2025
- Interviews: w/c 17 February 2025
- Ideal start date: March 2025

Dates are subject to change.
Flexibility is available for the right person.