

# MARKETING EXECUTIVE

**MATERNITY COVER** STARTING IN NOV 2019

20-25 HRS PER WEEK (OVER 4 DAYS)

SALARY £27,000 TO £30,000 (FULL-TIME EQUIVALENT BASED ON 37½ HR/WK)

## HEALTH CASH PLAN AND WELLBEING BENEFIT

We're Reality HR, a professional HR Consultancy providing pragmatic solutions to our clients in the SME sector. We focus on quality, team work and customer care across the range of HR specialisms and expertise.

We are looking for an experienced Marketing Executive to seamlessly cover maternity leave, starting at the beginning of November 2019.

You will be responsible for a broad range of marketing and public relations activities. You will be the sole Marketer for the Company. The successful applicant will have a successful track record in marketing with experience in design packages, ideally InDesign and be a strong copywriter; able to create marketing collateral and manage the website.

## YOU WILL:

- Execute the 2019/20 marketing plan by being very hands on with the implementation
- CRM management – organising and updating Infusionsoft database. E Marketing and creating mail campaigns
- Organising events throughout the year in line with the 2019/20 plan and following up leads
- Writing (from scratch) or proof-reading (web agency's) copy for Blogs, social media posts, web pages, seminars and events
- Producing marketing collateral using InDesign to promote the different business areas of Reality HR.
- Expanding and leading activity for social media accounts to drive engagement, in conjunction with the PR agency
- Creating and managing marketing content that engages existing clients and generates new client leads.
- Managing third party agencies
- Liaising with our clients to write case studies
- Using Google Analytics to run reports and interpret the results

- Producing Landing pages for campaigns and SEO purposes
- Overseeing our Website and SEO
- Managing all aspects of marketing campaigns
- General marketing administration as required

## THE RIGHT APPLICANT WILL BE/HAVE: -

- A Marketing professional educated to minimum A Level, ideally CIM qualified
- Database management experience with ability to concentrate for sustained periods
- Track record in marketing with daily experience using design packages (InDesign)
- Creative with proven blogging and content marketing experience
- Experience of successfully managing and growing social media accounts
- Website and SEO working knowledge
- Good understanding of measuring marketing activity and interpreting the results
- Exceptional written and verbal communication skills
- Extremely organised with planning and organising skills which are second to none
- Proactive, able to work autonomously and make decisions when necessary
- Can-do attitude, always willing to get involved and excited to take on significant responsibility
- Experience of CRM systems (we use Infusionsoft)
- Working knowledge of Microsoft Office with Advanced Excel, Word, PowerPoint and Outlook skills

## FINALLY, WHAT CAN WE OFFER YOU?

Lovely office environment, based in The Manor House, Lutyens Close, Basingstoke with onsite parking and a café. Also, within walking distance to Chineham Shopping Centre.

Chance to be part of an exciting, growing and award-winning business with a strong team spirit – everyone mucks in and helps each other.

If this sounds like the right role for you, please contact Kate Scott at: [katescott@realityhr.co.uk](mailto:katescott@realityhr.co.uk)

 [www.realityhr.co.uk](http://www.realityhr.co.uk)  44 (0)1256 328428  [katescott@realityhr.co.uk](mailto:katescott@realityhr.co.uk)

 The Manor House,  
Basingstoke