



SENIOR MARKETING EXECUTIVE.

Based in our Midlands office, we are looking for an experienced senior marketing executive who can hit the ground running and embrace the fast-paced nature of this role. Reporting to the Managing Director, your overall responsibility will be to execute the marketing plan, raising brand awareness and help to generate new business leads.

With a strong focus on social media and content writing, we are looking for someone with 3+ years of marketing experience, preferably within an agency, but not essential. We're looking for a candidate that will bring plenty of energy, be confident to think outside the box and come up with creative campaign ideas that help make us stand out from the crowd.

Responsibilities:

- To proactively drive, write, engage and track our social media strategy across Instagram, LinkedIn and other social media channels and to promote engagement of these channels with the Top Banana team. Staying up to date with the latest social media trends and digital technologies
- Be a brand ambassador to ensure we are remaining consistent across all platforms in relation to our strong brand identity and tone of voice
- Proactively develop, run and deliver Top Banana's strategic content plan offering our clients a diverse range of content including as above social media, PR, case studies, blogs and award entries
- A strong focus on copywriting to a high standard to include the above
- Managing the company website design and content as well as driving the SEO strategy in line with marketing growth objectives
- Supporting the sales team in organising and preparing attendance to industry marketing and sales events
- Creating and executing creative campaigns to raise brand awareness and generate new business leads – being able to provide a ROI
- Support the sales and commercial team on creating new business and business development assets
- Support with internal communications where required
- This role will need to generate in-depth monthly reports which analyse our marketing performance so we can continually improve our efforts.

Skills

- Autonomous – taking ownership and responsibility
- Strong writing skills with an eye for detail
- Good communication skills
- Organisational skills and attention to detail
- Good stress management
- Flexible – ability to adapt in the moment
- Creative and dynamic – think outside the box, challenge the norm
- Ability to work in a team and across teams
- Ability to see projects through
- Computer literate

Our Requirements

- 3+ years' experience in a marketing role

- Experience in an agency environment preferred but not essential
- Experience of developing and executing social media campaigns and preparing campaign performance reports
- Experience in SEO
- A degree level qualification in either Marketing or similar relevant discipline but not essential
- A confident, creative and versatile copywriter
- A good thinker, full of ideas and keen to contribute to planning discussions
- Full UK driving licence and a car is essential due to our location