

/ Marketing Executive

Pinacl are recruiting a Marketing Executive with good experience of working in a dynamic, fast paced industry.

Working for:

An exciting and innovative ICT provider that drives innovation through Digital Transformation solutions in the areas of the Internet of Things, Smart Places, Wireless and Network Infrastructure. We give customers greater choice and underpin their success. Group Turnover circa £20m with 95 employees. Pinacl is an equal opportunities employer accredited to IIP Silver. At Pinacl we have a team of people who want to be the best, working in an exciting and dynamic environment.

The job role:

The focus of the role is to support the creation and execution of Inbound Marketing activities to help draw people to the Pinacl brand. A key focus of the role is to understand target audiences and develop compelling content that complies with Pinacl's brand guidelines and ensures consistency across all communication channels.

Responsible for:

- ✓ Creation and distribution of internal bi-monthly newsletter
- ✓ Working as a team the Marketing Executives are responsible for the successful implementation of the integrated communications strategy to drive brand awareness
- ✓ Reporting of website and social media analytics on a monthly basis.
- ✓ Copywriting and the creation of a content library to cater for all communication channels, including (but not limited to): Social Media, Blogs, Whitepapers, Website and PR
- ✓ The creation, editing and sharing of internal communication videos & digital collateral
- ✓ Social media integration and automation (using tools such as Hootsuite)
- ✓ Supporting new business development activities such as prospecting and campaigns
- ✓ Assisting with the planning and execution of external events such as Conferences

Who should apply?

The successful candidate will have a minimum of five GCSE's and a relevant Marketing Qualification - Marketing or Business Degree is preferable. Previous experience in a marketing role and/or with social media planning would be advantageous. Some travel may be required therefore a full driving license is desired.

The successful candidate will possess the following skills, attributes and behaviours:

- ✓ Strong working knowledge of Social Media channels
- ✓ An Understanding of Email Delivery Software (Mailchimp)
- ✓ Excellent computer literacy skills
- ✓ Detail conscious and organised
- ✓ Strong written and oral communication
- ✓ Professional, dependable and self-motivated
- ✓ Ability to work alone or as part of a team
- ✓ Easily learns and can adapt to change
- ✓ Friendly, outgoing and energetic
- ✓ Excellent customer service
- ✓ Creative thinker
- ✓ Basic knowledge of Adobe Creative Suite (Desirable)

How to apply:

Email CV and covering letter to recruitment@pinaclsolutions.com, closing date 21st November 2018.