



MARKETING EXECUTIVE

Cal Partners is a specialist marketing and business development consultancy supporting professional services firms (solicitors, accountants, barristers, surveyors etc) in their growth ambitions. We have a national client base of professional services clients with a strong demand for traditional marketing, PR, social media, digital marketing, design and business development services. As part of our ongoing growth plans, we have an exciting opportunity for a dynamic, technically able, experienced and committed individual to join us and build an exciting career and future in a rapidly evolving sector.

As an integral part of the team, you will be responsible for managing client accounts, including planning social media content calendars, preparing material including images, video and articles and posting engaging content daily. You will have a thorough understanding of all social media channels, a good understanding of B2B digital marketing and PR together with sufficient technical capabilities to manage your work effectively.

Your role will include:

- Social media account management
 - Set up and manage business social media accounts such as Facebook, Twitter, LinkedIn, YouTube & Instagram
 - Develop and maintain social media profiles for the business
 - Build followers and increase engagement across all social media platforms
 - Develop new ideas to promote the business using traditional PR, social media and digital marketing
- Content creation
 - Create, write, curate and develop engaging, educational, thought leadership content for clients
 - PR including press releases, articles, interviews
 - Copywriting for websites, blogs, social media
 - Integration with other media including video, infographics, podcasts etc
- Client reporting
 - Using metrics and analytics tools to update clients and make any necessary adjustments
- Client liaison
- Work with the Director and Marketing Manager to plan and deploy marketing (offline) and digital marketing strategies



Key Requirements - Candidate Skills and Attributes

General

- High level of attention to detail
- Excellent verbal and written skills
- An understanding and appreciation of target audiences and how to engage with them
- Ability to multi-task
- Able to work independently and as part of a team
- Excellent time management and organisational skills
- High level of numeracy
- Experience and knowledge of social media
- Punctual and reliable
- Excellent customer skills and telephone manner
- Highly motivated and have the drive to succeed
- Keen to learn and develop new skills/knowledge
- Positive and enthusiastic attitude
- Fun and confident personality
- Strong copywriting skills
- Flexible and adaptable approach to working in a rapidly growing and changing business
- Passionate and able to display knowledge of social media and digital marketing
- Willing to learn about the latest industry developments and always be ahead
- We are looking for a candidate that wants a long-term career in marketing and digital marketing

Technical

- A keen interest in digital online technologies
- Knowledge and experience of using design and social media marketing tools as well as Mailchimp and/or similar email marketing platforms would be advantageous
- Experience in the use of social media management tools would be advantageous
- Strong MS Office skills (Word, Outlook, Excel, PowerPoint)
- Experience in blogging
- Experience and knowledge of SEO
- Knowledge of HTML would be advantageous
- Personal digital marketing experience (blog, social media etc.) essential
- Use an analytics package such as Google Analytics would be advantageous



Preferred Experience:

- Social Media: 2 years
- Marketing/PR: 2 years
- Marketing/Digital Marketing/Media Related Degree
- CIM Membership/Qualification, or equivalent or working towards similar post graduate qualifications

Benefits:

- 20 days holiday plus bank holidays per year
- Structured approach to continuous professional development
- Great working ethos and approach

Job Type: Full-time

Location: Newcastle upon Tyne

Salary: Dependant on Experience

Closing Date: Monday 12th March 2018

Please send a covering letter, CV and any examples of social media campaign success, blogs, PR, articles, projects where possible to chris@calpartners.co.uk

www.calpartners.co.uk/vacancies