

Job Description

Title: Marketing Executive

Role & Responsibilities

- Assistance in creation of the marketing plan and its' implementation
- To interface with our external marketing consultants and provide support for their ongoing campaign
- To oversee and implement rebranding of the business to include:
 - All internal and external communications
 - Exhibitions & external promotions
 - Product branding & packaging
 - Brochures, datasheets & product literature
- Creation & maintenance of social media accounts & campaigns
- Maintenance of website
- To oversee and implement direct marketing to include mail shots, e-mail marketing etc
- Assistance in creation and maintenance of company product brochure
- Organisation, planning, management and execution of company events to include training days, exhibitions, corporate events etc
- Assistance to the sales team in sales/marketing focused work tasks
- Any other reasonable task that is requested of you by the management team of Merlin

Key Attributes

- Educated to A level standard or higher, with a minimum of 5 GCSE's (Grade B or above in GCSE English)
- Can demonstrate experience and an aptitude to marketing
- Excellent communication skills – both verbal and written
- Bright, lateral thinker
- Excellent organisation skills

Location

Office based, located in Exeter, Devon

Salary

£25'000 per annum

Description

Merlin Equipment are a leading supplier of electrical power products and systems to the marine, specialist vehicle and defence industries. With over 30 years in business our systems have been fitted to everything from Formula 1 Trucks to front-line Main Battle Tanks and surveillance vehicles to yachts.

The business has undertaken a rebranding project to better align its products and services to both new and potential customers. Therefore, the need for an internal Marketing Executive to assist us in achieving our rebranding and executing our new continuous approach to promotion has arisen.

An education and some experience in a similar role is required for this job. You will be an excellent communicator, organised and a finisher. You will need to demonstrate a consistent high standard of work and have a keen eye for detail.

Poised for growth, you will be joining our small team here in Exeter. No longer a small cog in a big wheel, your work will directly impact the degree of our success over the coming years. As our business expands, your job, responsibilities, earning potential and career will grow. A great career for the right individual.

Please apply with a copy of your CV and covering letter. Should you attend for interview, a presentation by yourself of your portfolio would be welcomed.

Please contact: James Hortop, Managing Director, Merlin Equipment Limited, Clyst Court, Hill Barton Business Park, Exeter EX5 1 SA. Tel: 01202 697979. Email: james.hortop@merlinequipment.com