

Job Title: Marketing Executive
Hours: Full Time, Permanent
(Monday to Friday 9am - 5.30pm with 1 hour for lunch)
Work location: Working from home, with occasional travel to Head Office in Devon

Job Description

The Marketing Executive role is all about supporting the creation of content for Thrive's digital marketing channels, including social media, website and email, to ensure that Thrive continues to be part of the conversation about healthy social and emotional development in children and young people, and how this can be achieved. We are looking for a creative individual who enjoys writing and is interested in developing their career in digital marketing.

Responsibilities

- Assist in developing and implementing the social media calendar in line with the overall Thrive annual marketing operational plan.
- Source, create and schedule relevant social media content and blogs, liaising with key staff to ensure these reflect the principles of the Thrive Approach and promotes the Thrive brand.
- Contribute to the design and execution of pay per click (PPC) and other digital advertising campaigns.
- Support the creation and running of regular email campaigns to support marketing activity and the external communications for the Relationship Development and Member Services teams.
- Help monitor and report on social media activity, relating both to Thrive and our main competitors.
- Measure and report on the impact and return on investment of digital activity.
- Help to maintain the Thrive website, proposing and developing new content and ensuring this is on brand and written with a view to search engine optimisation (SEO).
- Draft copy for Thrive marketing materials, ensuring these are on brand.
- Contribute to the overall marketing strategy and annual marketing communications operational plan for Thrive.

Essential skills, knowledge and experience

- Educated to at least A level standard, ideally with an A* to C in English at A level or equivalent.
- Excellent written and verbal communication skills.
- Attention to detail and a high level of accuracy.
- Experience of using social media for promoting the products and/or services of a business.
- Experience of web publishing using a content management system, for example WordPress.
- Ability to work on own initiative as well as part of a team.
- Ability to organise, prioritise and multi-task, whilst being confident to make decisions in a fast-paced environment.

Desirable skills, knowledge and experience

- Experience of working in a training or education environment.
- Use of a camera and video recorder, with some editing skills.

Package:

- Annual salary dependent on qualifications and experience
- Holiday entitlement of 25 days per annum plus bank holidays
- Discretionary annual pay review
- Discretionary annual bonus
- On-site parking

Employment will be subject to:

- Receipt of two references, one of which must be from your most recent employer
- Confirmation that you are eligible to work in the UK
- The satisfactory outcome of a check by the DBS
- Satisfactory completion of probationary period

If you are someone seeking to make a positive contribution to the growth and success of a remarkable organisation, and you have a genuine passion for relationship development, you should email your CV and covering letter to the HR Team at human.resources@thriveapproach.com