



Marketing Executive

Job Title: Marketing Executive

A bit about us:

At Leach it's our mission to transform visitor environments and enable a truly incredible experience.

For over a century we've been a leader in the world of high-impact, large-format graphic displays, working across dynamic sectors such as retail, luxury brand, museum & heritage, exhibition and commercial interiors.

At the heart of our organisation is our innovation, passion and unique industry experience, which has enabled us to become the UK's most comprehensive provider of graphic display projects across the globe.

The job role:

Due to our continued growth and ambition, an exciting opportunity has arisen for a marketing executive to join our marketing team. The role will support the marketing manager in delivering key business objectives and the marketing strategy for the remainder of 2019. Working in a fast paced B2B environment, the successful candidate will have the opportunity and challenge of working across multiple sectors, including retail, exhibitions, heritage and interiors. The successful candidate will be exposed to the full marketing mix both off and online and as such presents a fantastic opportunity for an enthusiastic and commercially minded marketer. The role, which will report to the marketing manager is ideal for a recent graduate or someone looking to launch their marketing career.

Responsibilities / Tasks:

- Work with the marketing manager and external agencies to execute the marketing strategy and deliver annual objectives
- Content creation and updates across digital marketing channels e.g. website, PPC and SEO
- Data cleansing and management of the company CRM system
- Organisation of external photography to support case studies
- Support the sales team with regular updates to content, imagery and media
- Work with the marketing manager to co-ordinate our exhibits at industry events



- Creation of regular on/offline campaigns in support of our communications plan and new product development
- Support the marketing manager and sales team in producing regular lead generation campaigns
- Take ownership of all Leach's social media platforms
- Organisation of internal events to support our 'iconic brand' strategy
- Analyse and report on the performance of our digital marketing activity e.g. Google analytics
- Ensure purchase orders and invoices are processed on time and to budget

Essential Skills:

- Marketing or business-related degree (with placement year desirable)
- Commercially minded with a passion for marketing
- A willingness to learn and take on new skills
- Excellent communication, both verbal and written
- A team player with the ability to work with internal stakeholders to achieve business objectives
- Self-motivated with the ability to work independently and part of a wider team
- Proficient in Microsoft Word, Excel and PowerPoint
- Experience of using social media channels such as Instagram, LinkedIn and Twitter (within a B2B environment desirable)

Desirable Skills:

- Experience with analytics, statistics and budgets
- Exposure to digital marketing channels and software e.g. Google analytics, survey monkey, e-mail software, CRM and CMS systems

How to Apply:

Please send a cover letter and CV to michael.trevethan@weareleach.com