

Marketing Executive - Vacancy

We have an exciting opportunity for a Marketing Executive to develop and implement captivating marketing content and campaigns to support the commercial and charitable objectives of Cogent Skills.

As part of the marketing team, the post holder will be involved in supporting the development of social media and web content, production of newsletters, email campaigns and various sales collateral.

This position is based in Warrington with hybrid (WFH) opportunities.

Remuneration Package

- Salary between £27,000 - £28,500 per annum dependent on experience
- Full time permanent role
- Pension – employee contribution 6%
- Life Assurance
- 28 days holiday plus 8 bank holidays (FTE)
- Opportunity to buy-back 5 extra days annual leave (FTE)
- Optional Private Health Care package
- Hybrid working
- Employee Assistance Programme
- Bonus Scheme
- Aspire Values Award Scheme
- Annual Values Awards
- Long Service Awards
- Annual Company Events
- Gym Discount
- Access to Training & Development Opportunities

Key Responsibilities

- Work as part of a fully integrated central team providing marketing and communications support across the Cogent Skills group.
- Create and publish engaging social media content across multiple platforms, including Instagram, LinkedIn, Twitter and YouTube.
- Develop and edit content across multiple websites (using WordPress).
- Production of clear, targeted marketing and communication materials to support the delivery of the Business targets and grow the Cogent Skills brand.
- Monitor social media and web analytics and share regular updates with the broader marketing team.

We Care



We Speak Out



We Welcome



We are Enterprising



- Support in the production of customer newsletters and email communications.
- Liaise with customers (internal/external), apprentices, placement students and early careers individuals to produce content such as articles, case studies and quotes.
- Live social media posting during large-scale and significant events.
- Support the wider marketing team with communications tasks.
- Act as brand guardian, ensuring all marketing communications are on message whilst promoting, protecting and championing the Cogent brand.
- Work with colleagues to source content for our quarterly internal staff newsletter.
- Support with the implementation of wider marketing plans.

KPI's

- Creation and delivery of relevant and engaging marketing campaigns to support the business plan and deliver results.
- Ensuring a consistent flow of high quality content across multiple social media channels resulting in a measurable increase in engagement.
- Monitor website performance dashboards and drive a continuous improvement culture through regular recommendations and suggestions for user testing.

Knowledge skills and qualifications

	Essential	Desirable
Qualifications:		
Degree in a relevant subject or equivalent qualification (Communications, Journalism, Media, English, Marketing)		✓
Excellent IT skills (including all Microsoft Office applications)	✓	
Experience:		
Experience in a B2B marketing environment with multiple customer groups		✓
Experience in delivering email campaigns to reach and engage new customers		✓
Experience in producing a range of content for external audiences	✓	
Experience in creating content for & managing social media channels (Instagram, Twitter, Facebook, LinkedIn & YouTube)	✓	
Skills / Knowledge:		
Copywriting, proofing and editing for social media and online audiences	✓	
Able to work in a fast pace, multi-stakeholder environment translating briefs into fabulous campaigns	✓	
Ability to think creatively whilst working under pressure	✓	
Knowledge of the science, skills or education sector		✓

We Care



We Speak Out



We Welcome



We are Enterprising



	Essential	Desirable
Experience in using video editing software		✓
Ability to use CMS such as WordPress to update website content		✓
Knowledge of using Adobe creative cloud applications		✓
Qualities:		
Ability to juggle priorities and work to tight deadlines, strong organisational skills	✓	
Proactive - able to work under own initiative	✓	
Good relationship builder	✓	
A team player who is also able to work independently within a hybrid working environment	✓	

Cogent is an inclusive employer and we value the diversity our workforce brings. We welcome applications from all candidates and will consider all applications equally and fairly.

Cogent is committed to Safeguarding and promoting the welfare of children and young people and expects all employees to share this commitment.

To apply please click on the link: <https://www.cogentskills.com/about/work-for-us/>

Please complete the Candidate Information Sheet and send together with a letter of application and your CV to human.resources@cogentskills.com by 15th August 2024 outlining your suitability for this post and how you would ensure success.

If you have additional needs that you would like us to consider during the application and interview process please contact Denise Bentley on 01925 515222 to discuss ways that we can support your application.

If you haven't heard back from us within 21 days of your application, it means that unfortunately your application has been unsuccessful on this occasion.

Websites: www.cogentskills.com

We Care



We Speak Out



We Welcome



We are Enterprising

