



EXCEPTIONAL MARKETING EXECUTIVE NEEDED

We are a boutique corporate finance company, based in Theale near Reading in Berkshire. Our services include Business Sales, Business Growth Mentoring and buy-side Acquisitions.

Due to rapid company growth, we are recruiting for an experienced part-time Marketing Executive to join our team as soon as possible.

The role will focus on executing online and offline marketing campaigns to generate sales and will include:

Responsibilities

Reporting to our Head of Marketing, your key responsibilities will involve:

- E-Mail Marketing – Creating and executing e-Mail marketing campaigns (HTML/CSS) using our CRM system
- Social Media Marketing – Managing all Social Channels with a focus on targeting B2B prospects. Preferred experience in LinkedIn, Twitter and Facebook
- Website – creating landing pages and other pages for the Company's Wordpress website and general website maintenance
- Creating marketing collateral including social media posts, blogs, press releases, event invitations and case studies
- Event support – creating compelling collateral to generate event registrations for our Masterclasses, Workshops and Webinars, including online and offline invitation content and telephone follow up
- Team support – supporting other members of the team with their individual projects
- Planning and Reporting – creating S.M.A.R.T. marketing plans and reporting weekly on results, including the use of Google Analytics and social media platform analytics

Required Skills

- Excellent written and verbal communication skills
- Experience in B2B copywriting
- Meticulous attention to detail
- Up-to-date digital marketing skills



- HTML/CSS for web and email
- Photoshop/InDesign to create compelling marketing collateral
- MS Office suite
- Online event creation
- Marketing analytics and reporting
- CRM/Marketing Automation such as Salesforce, Dynamics, Infusionsoft or Hubspot
- Photography or Video skills would be a welcome additional skill but not essential

Personal Experience

- Relevant degree or proven experience in a B2B company
- Proven experience of executing successful marketing campaigns, online and offline
- Excellent communicator with an interest in all things digital
Ability to work to tight deadlines and motivated to deliver results
- Personable, presentable and articulate.
Good interpersonal skills and the ability to develop good relationships with colleagues and external agencies
- Experience of knowledge of the Mergers & Acquisitions or Financial Services markets would be beneficial although training will be provided.

In return you will receive a competitive salary, option to participate in the company pension scheme with death in service benefits, 23 days paid holiday (pro-rata) plus bank holidays, free car parking and good career development prospects. There is potential for this to become a full-time role in the future.

We will be holding an open day for initial interviews on 19th September so if you think you're the right person for this role and are looking for an opportunity to be part of an enthusiastic motivated team please send your CV, with covering letter, to Kay Binns – kbinns@evolutioncbs.co.uk or by mail to Evolution CBS Limited, Asmec Centre – Merlin House, Brunel Road, Theale, Berkshire RG7 4AB.