**Marketing Executive**

**Division:**        Moorepay Ltd - SMB Division of Zellis UK Limited

**Location:**          Swinton, Greater Manchester

**Reports To:**     Brand Marketing Manager

**Outline**

Fancy the opportunity to join a thriving brand marketing team at an established software business? Reckon you can come up with and deliver an effective social media strategy to improve brand awareness? Obsessed with effective storytelling? Excited by the idea of building brand trust? We'd love to hear from you!

**The Team**

Our marketing team is split into four functions: Product, Marketing, Operations, Acquisition, and and Brand (note this role will sit in the Brand team, led by Amy).

You’ll be part of a very supportive culture; everyone will bend over backwards to help you (that’s a promise).

The discipline of marketing and individual professional development are very important to us. We have our own framework to support this and encourage a community of practice where marketers can learn and grow.

It’s fast paced here - we work hard and get a lot done. And we take time to celebrate our successes, e.g. with our much-loved quarterly kick off (a day of team-building activities with a sprinkling of silliness).

**Main Purpose of Job**

Moorepay’s Marketing Executive builds brand awareness by maintaining and improving Moorepay’s online and media presence. They manage our social media platforms, support continuous improvements to our website, and drive the ongoing success of our most important trust signals, including customer testimonials and Trustpilot.

**Key Accountabilities**

Social Media

* Manages our social media content calendar, scheduling organic posts across our primary platforms (LinkedIn, Facebook and Instagram) driving engagement and more followers.
* Delivers our LinkedIn Newsletter, writing and publishing content to drive increased readership and establish Moorepay as a thought leader in HR and payroll.
* Coordinates all paid social media campaigns working with our digital agency partners to promote our webinars programme and other HR and payroll content to drive new contacts.
* Reports on social media activity and implements improvements to increase followers and engagement.

Website

* Supports the ongoing maintenance and improvement of the Moorepay website, ensuring brand consistency and distinctiveness.
* Works with wider marketing team to deliver and publish new website content including blog posts and new landing pages.
* Supports the Brand Marketing Manager with the delivery of website development projects to improve the user journey.
* Uses tools to monitor product page performance and works alongside the Demand Marketing Manager and Product Marketing Executive to suggest ongoing page improvements.

Other

* Works with the wider team to support and deliver asset creation for our media partners.
* Manages the online Trustpilot platform, collects and responds to online reviews, oversees the monthly reward programme, and comes up with new, innovative ways to keep our internal colleagues engaged.
* Regularly obtains, publishes and shares customer testimonials.

**Desirable Experience / Qualifications / Credentials:**

* Educated to degree level or equivalent qualification.
* Experience of social media channel management.
* Skilled copywriter.
* Advantageous system experience includes WordPress, HubSpot, Google Analytics, Microsoft Office, Hot Jar, Turtl and Adobe Creative Cloud suite (InDesign, Photoshop, Premiere Pro).
* Bright, proactive, self-motivated, adaptable, and energetic team player who can work under pressure on their own initiative to achieve results.
* Demonstrate the ability to be employed within the UK / EU and possess UK Bank account in own name.