



Job Specification

Marketing Technician Lincoln Based (Full time)

A new role has arisen at our Lincoln office for a talented individual to work alongside the Marketing Manager to deliver the firm-wide Marketing strategy. You will be a dynamic and organised individual who is creative in the way you use data to produce effective marketing campaigns and you will be of an analytical nature to ensure we are targeting and measuring the Marketing effort. You may not necessarily be a marketer, as much of the work will be data focused, however you will have a genuine interest in business and marketing.

Key Responsibilities

- Ongoing responsibility for marketing/CRM database
- Considerable involvement in data cleanse project of existing marketing data
- Use of data for effective campaigns
- Ensure all marketing activities are GDPR compliant
- Ensure complete data is captured for marketing purposes across the firm (eg new clients, prospects, professional contacts)
- Develop innovative ways of working with data, smartly using technology and software solutions to maximise effectiveness
- Delivery of marketing collateral using standard templates
- Ongoing maintenance of existing website, liaising with external website design team as necessary
- Responsible for the social media planner
- Contribute towards our external communication strategy
- Administrative support for events
- Occasional front of house assistance at events and shows

Skills and Qualities required

- Experienced in data – maintaining, organising, manipulating and analysing
- Extremely proficient and creative in using Excel, databases, and aware of appropriate software solutions

- A working awareness of social media, Wordpress, campaign management tools (ie Mailchimp), Google/Facebook analytics
- Degree level education is preferred, possibly in an area relevant to the key responsibilities
- Good GCSE/O-level results (minimum Grade C in Mathematics & English Language)

Personal Skills

- Motivated, organised and efficient individual, committed to providing an excellent service to the business
- Analytical nature, with a keen eye for detail
- Process focused
- Persistent and driven to conclude projects
- Professional and sociable
- Helpful, accommodating attitude – a great team player
- Excellent communication skills

Working Conditions & Package

- 40 hours per week
- Flexible working hours
- 23 days annual leave
- Competitive salary and annual leave package
- Annual leave trading scheme
- Salary dependant on experience/qualifications
- Discretionary bonus scheme *
- Contributory pension scheme
- Healthplan cashback scheme
- Permanent health insurance scheme *
- Death in Service benefit
- Childcare vouchers

*Upon successful completion of probationary period

To apply email your CV and covering letter telling us why you want to work for Wright Vigar and detailing your experience and current/most recent salary to John Richmond (HR Manager):

vacancies@wrightvigar.co.uk

Please quote reference WV1718