



JOB DESCRIPTION: **PART-TIME MARKETING EXECUTIVE**

11/6/24

Position: Part-time Marketing Executive

Location: United Kingdom (Remote/Hybrid)

Company: Wurlin Ltd

Industry: B2B Branded Merchandise, and custom product manufacture.

About Us:

We make cool stuff, we design and manufacture bags, fabric packaging, umbrellas and other branded merchandise for our global client base.

We're a small friendly, collaborative team, working from a bright and lively studio in Frome, Somerset. You'll find a client services team and logistics team all working together.

We work with some of the world's leading brands and creative agencies

We have production facilities in the UK and far and near east, manufacturing products on behalf of our clients in retail, corporates, and events.

We specialize in delivering high-quality branded products to businesses across the globe, helping them to enhance their brand visibility and customer engagement.

As we continue to grow, we are looking for a talented and motivated Part-time Marketing Executive to join our team.

Role Summary:

We are seeking a dynamic and creative Part-time Marketing Executive to manage and execute our external marketing activities.

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You will report to the managing director.

The ideal candidate will have a passion for marketing, excellent communication skills, and a proven track record of managing successful marketing campaigns.

The Role is Part-time/hybrid.

We are flexible with the working hours, but would require one day a week, working from our Frome office.

Suggested hours.. 15-25 hours per week to suit.

Key Responsibilities:

- Execute and further develop marketing plan and strategy.
- Manage and execute brand and marketing initiatives.
- Manage and update digital content across three brand sites (website pages & blogs. - WordPress)
- Follow SEO good practice for the websites and ensure the websites are performing well for on-line visibility, using both organic and paid search.
- Update and maintain the digital marketing content planner. Schedule marketing initiatives and social planning.
- Monthly marketing reporting / Summary of activities / Results of initiatives.
- Copywriting for marketing collateral.
- Collaborate with the creative artworker for visual content assets (photography and video) for social media and website planning.
- Coordinate communications with internal teams (account managers) for sharing projects/client activities on social media, web, and PR.
- Manage social media content and accounts to increase brand awareness (LinkedIn, Instagram, Pinterest).

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- Manage Google & Bing listings, keeping details and images up to date.
- Manage newsletter content, contacts, and distribution (using MailChimp).
- Build strategies and execute Re-engagement activities with past clients, customers, and external agencies.
- Propose and develop ideas for marketing programs to enhance and grow the company's brand.
- Manage adverts, advertorials, and press communications (writing & editing).

Qualifications and Skills:

- Bachelor's degree in Marketing, Communications, or a related field.
- Working knowledge of Wordpress or similar CMS systems.
- Minimum of 2-3 years of experience in a similar marketing role.
- Strong understanding of digital marketing strategies and tools.
- Excellent written and verbal communication skills.
- Creative mindset with the ability to think outside the box.
- A diligent approach to work with an eye for detail.
- Possess drive, self-motivation, and a willingness to learn and progress.
- Be hardworking, reliable, and punctual.
- Strong organizational and project management skills.
- Ability to work independently and as part of a team.
- Experience in B2B marketing is a plus.

What We Offer:

- Competitive salary £26k - £36k (pro-rata)
- Flexible working hours
- Opportunity to work with a dynamic and international team
- Professional development and growth opportunities





- Part of team bonus
- Pension contributions

How to Apply:

Applicants must be within a 45 minute commute to Frome.

Interested candidates are invited to submit their resume and a covering letter detailing their relevant experience and why they are the perfect fit for this role.

Please send by email talent@wurlin.com

Any applicants without covering letter will be automatically discarded.

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Applications will be reviewed on a rolling basis until the position is filled.

Note: The above job description is a general overview of the requirements and responsibilities of the role. It is not an exhaustive list and may be subject to changes based on the company's needs and priorities.

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