

Marketing Officer

HITEK Electronic Materials Ltd

15 Wentworth Road, South Park Industrial Estate, Scunthorpe, DN17 2AX

Competitive Salary – Full time, permanent

We currently have an opportunity for a Marketing Officer to join HITEK. The ideal candidate will be responsible for creating and executing our marketing campaigns to enhance our brand presence and drive business growth. You will lead our marketing initiatives, evaluate our marketing performance metrics, and collaborate with internal teams. You will have a strong marketing background with excellent communication skills and attention to detail.

Duties

- Lead all marketing activities including campaigns, events, digital marketing, PR and internal communications
- Ensure all Marketing spend initiatives are cost-effective
- Develop engaging content for online and offline platforms
- Utilise WordPress to update and maintain the company website
- Coordinate social media management efforts to increase brand awareness
- Conduct market research to identify trends and opportunities
- Implement email marketing campaigns to reach target audiences
- Collaborate with the Business Development Managers to drive lead generation
- Work with brand partners to develop co-marketing activities
- Lead project management for marketing initiatives
- Effectively lead the Marketing Developer and Marketing Apprentice
- Evaluate marketing performance to report on ROI, engagement levels and lead generation

Experience

Required

- Proven experience in marketing roles
- Strong copywriting skills
- Proficiency in Microsoft Office Suite
- Ability to manage multiple projects simultaneously
- Qualifications in Marketing or related subject
- Ability to communicate effectively across various stakeholder levels

Nice to have

- Familiarity with Google Analytics for performance tracking
- Previous experience in people management

If you are a dynamic, enthusiastic and motivated individual with a passion for marketing, we invite you to apply for this exciting opportunity to make a real impact.

Previous applicants need not apply.

Work location: Full time in office

Application deadline: Friday 31st of October

Apply to Shirley Large, HR Manager on shirley.large@hitek-ltd.co.uk