

<b>Job Title</b>	<b>Senior Marketing Executive</b>
<b>Responsible to</b>	Head of Commercial
<b>Main Purpose</b>	<p>Mersey Maritime is the UK's leading maritime cluster, bringing together industry, government and academia to help support and facilitate the growth of the maritime industry within the North West.</p> <p>As a membership organisation, Mersey Maritime provides an extensive range of services including an industry specific calendar of events, business support, networking opportunities and lobbying/representation activity as well as meeting other bespoke requirements for our range of members.</p> <p>To help further develop our membership proposition, we are now looking to appoint an experienced marketing professional to support the team and enhance our marketing, digital and communication channels.</p>
<b>Key Tasks</b>	<ul style="list-style-type: none"> <li>• Take full responsibility for the brand, communications and marketing strategies.</li> <li>• Manage all digital marketing channels including social media, website and monthly ezine.</li> <li>• Devise content and campaign marketing plans to target a variety of audiences across multiple channels.</li> <li>• Manage and implement PR and communication plans with the support of the team.</li> <li>• Copywriting and content management.</li> <li>• Work closely with the Digital Marketing and Events Apprentice on the production &amp; use of marketing videos.</li> <li>• Build relationships with strategic partners and industry publications and leverage marketing opportunities.</li> <li>• Day to day support and mentoring of Digital Marketing and Events Apprentice.</li> <li>• Supporting delivery of membership activities and key events.</li> <li>• Requirement to attend events and meetings across the UK as needed.</li> <li>• Work outside of core hours on occasion to cover business breakfasts and other events</li> </ul>
<b>Person Specification</b>	<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• The ideal candidate will possess a minimum of 5 years' marketing experience, ideally with a B2B focus</li> <li>• Experience working in maritime and/or related industries would be preferable but not essential</li> </ul>

	<p><b>Education / Training</b></p> <ul style="list-style-type: none"> <li>• Graduate calibre and/or equivalent professional qualification/experience is preferred but not essential</li> </ul> <p><b>Skills / Attributes</b></p> <ul style="list-style-type: none"> <li>• Excellent written and verbal communication skills</li> <li>• Strong project management skills</li> <li>• Excellent organisational skills and be methodical and logical with their workload</li> <li>• Be confident in dealing with members, stakeholders and agencies</li> <li>• Excellent IT skills and fully competent using all Microsoft packages</li> <li>• Knowledge of CRM systems</li> <li>• Experienced using Wordpress and other content management systems</li> <li>• Full driving license and ability to use your own vehicle</li> </ul>
<p><b>Working Hours</b></p>	<p>A very attractive benefit of this role is the flexibility it offers in its working hours. To be negotiated during the selection process and for the right candidate a number of options can be considered including – full-time, part-time ( minimum 3 days per week) and a split of home and office based working.</p>
<p><b>Benefits Package</b></p>	<ul style="list-style-type: none"> <li>• Excellent starting salary dependant on experience</li> <li>• Flexible working arrangements considered – home/office based, full/part-time</li> <li>• Initially this role will be a 1-year fixed term contract but please note that if the right candidate excels in the role then there is a very strong possibility that the position will be made permanent</li> <li>• Free car parking</li> <li>• A friendly and professional work environment</li> </ul>

**Apply / Further information**

The recruitment of this role is being managed by Fort Recruitment. If you would like to apply for the role or for further information, please contact Ian Buckley at Fort on (0151) 287 5721 or [ian@fortrecruitment.co.uk](mailto:ian@fortrecruitment.co.uk)

Please note - Mersey Maritime will not accept speculative CV's sent by recruitment agencies. Any Terms & Conditions associated with the use of such CVs will be considered null and void.