



voestalpine Metsec is the UK's biggest construction specialist cold roll forming company and part of the largest globally leading steel and technology group. Established 90 years ago, voestalpine Metsec is owned by the voestalpine Group. The Group has over 500 companies and locations in more than 50 countries on all 5 continents with €11.3 billion revenue and over 48,000 employees.

MARKETING EXECUTIVE – CENTRAL SERVICES

EXTERNAL VACANCY

Reports to: Marketing Manager
Location: Full-time office based in Oldbury, West Midlands
Hours of work: Monday to Thursday 7.30am to 4.00pm with half hour lunch break each day and 7.30am to 12.30pm with no lunch break on Friday of each week – 37 hours in total

This role is of key importance to the continued development of the marketing strategy within Metsec. The Marketing Executive will take the lead with the company's social media platforms, producing engaging content for all divisions. They will support the Marketing Manager to ensure all elements of our marketing strategy and our marketing toolkit are in line with brand guidelines and current best practice.

Person specification

- » Good working knowledge of social media
- » Experience of working to brand guidelines
- » Experience of editing content on the Company website using WordPress CMS
- » Understanding of SEO with a focus on the technical aspects
- » Good working knowledge and be proficient at using Google analytics
- » Experience of exhibition/show planning
- » Strong organisational skills
- » Experience using a CRM system (Salesforce) for sales lead generation
- » Good working knowledge of Adobe Creative Suite
- » Proficient in Microsoft Office applications
- » Must be eligible and able to prove you can work in the UK.

Your responsibilities

- » Maintaining and updating the Company websites
- » Optimising the rankings of Company websites in search engines in conjunction with the SEO agency
- » Producing ranking reports using Google analytics
- » Assisting with the Company's digital marketing campaigns
- » Creating graphics and artwork for the Company's social media and other marketing material
- » Managing the Company intranet and ensuring all information is kept up to date
- » Managing the production of the Company newsletter
- » Developing and maintaining a marketing toolkit
- » Managing the Company download centre.

Post date: Thursday 16th March 2023
Package: Competitive salary, Company pension scheme, health cash plan, life assurance and 33 days holiday (including statutory days)
To apply: We look forward to receiving your CV at metsec.hr@voestalpine.com

voestalpine Metsec is an equal opportunities employer.