

Job Description: Marketing Executive

£25,000 - £28,000 Full Time Salary

General & Medical are a long-established company in the provision of medical and other specialist insurance services to professionals, businesses and families both within the UK and internationally. Although providing medical insurance remains a core activity for the Group, we have developed many other services and insurance products available through our divisions and subsidiary companies.

We have an exciting full-time opportunity for a career minded Marketing Executive who can work as a member of the team and contribute effectively in a professional manner across a busy office environment. You will need excellent technical skills and be able to organise your work effectively, demonstrating your marketing and design capability, helping to enhance the production of engaging and effective content, with a focus on web and social media content to drive sales through brand awareness and customer engagement. This is a great opportunity to apply your expertise to add value and work across the entire marketing spectrum, from traditional print media to website and social media content.

You will produce engaging and innovative content, developed around content marketing strategies that support organisational goals around brand awareness, traffic growth and customer acquisition.

Responsibilities will include management of all social media channels and website content, from strategy planning and content creation, through to implementation, measurement and reporting of the results.

Main Responsibilities of the Role:

- Support all content marketing initiatives to drive traffic, engagements and leads that deliver sales and customer retention, ensuring a cohesive aesthetic to Group guidelines
- Collaborates across functions to deliver an effective content marketing strategy and editorial plan to meet the business objectives
- This role requires a brand publisher mind-set: create the content our audience is looking for and then optimise the path to conversion
- Editorial requirements include SEO optimisation, content categorisation and structure, content development, distribution and measurement
- Development of editorial governance so content is consistent with brand voice, style and tone
- Editorial calendar and organisation workflows must be developed and managed
- Producing and distributing editorial and press releases to industry specific magazines and blogs
- Channel management of digital content hubs and all supporting social channels ensuring all posts are tailored and targeted to an audience relevant to the product and/or brand
- Measurement and optimisation of the program will be required on a regular and ongoing basis
- Integration of content marketing plans with brand campaigns to drive brand to demand
- Develop an understanding of how the functions of the role interlink throughout the business and impact on others.

Previous Experience

- A minimum of two years of relevant experience
- Use of Adobe Creative Cloud suite. Experience with Photoshop and InDesign is desirable
- Experience of managing multiple social media channels using Sprout Social, Hootsuite or something similar
- Have developed tailored content calendars and strategies within company brand guidelines
- Experience in reporting for social media campaigns and implementing subsequent optimisation recommendations

Personal performance, conduct and development

Meet targets and take responsibility for own performance:

Remain abreast of current processes and services offered by the company and be aware of changes to legislation by the Financial Conduct Authority (FCA). Cascade any information / changes in legislation to work colleagues.

Work in Accordance with the company policies and procedures:

Be aware of and adhere to Company policies and procedures. Work in a way that meets the statutory requirements of employees under legislation.

Flexibility and Team Work:

Work flexibly as part of a team to meet the needs of the customers of the Company. Value each team member's contribution and help colleagues to perform to the best of their abilities.

Professionalism:

Set a good example to other staff in attitude to work and general working practice. Deal with all colleagues and customers in a professional manner. Maintain a professional working relationship with direct reports in order that there is no issue in dealing with any unacceptable performance and/or conduct.

What you can expect from us:

- Regular and Full Time Monday to Friday hours
- £25,000 - £28,000 Full Time Salary depending on experience
- Attendance Bonus
- Access to Pension Scheme
- Great Annual Leave Benefit including additional family days
- Free Worldwide Multi Trip Travel Insurance Cover and discounted rate for family members
- Cash benefits linked to Personal Accident, Life Cover and Critical Illness
- Monthly Employee Rewards Scheme
- Commitment to Employee Learning and Development
- Access to Wellbeing Services and Discount Scheme
- Free tea, coffee and fresh fruit
- Friendly working environment in Peterborough – convenient location close to the A1

Our greatest strength is our people – professional, driven yet grounded and fun to work with. If our culture sounds like a good fit for you and you want to be part of our exciting journey then please send a copy of your CV to jobs@generalandmedical.com