

Marketing Executive

Marketing Team / Corporate Services

Hiring Manager: Chris Langan

If you'd like to have a confidential conversation about this role,
please email chris.langan@penna.com



ABOUT THE ROLE

Brief

- We're Penna. We help our clients **find**, **excite** and **secure** the right talent
- As specialists, we know how tricky all of this can be, which is where our marketing team comes in
- With some experience in content and social media marketing, and interest in other facets of marketing, you'll support our Penna and Stafford Long brands. Just like us, you'll always be focused on providing the right solution. With this mindset, you'll create valued relationships with our parent brand – Adecco, managers, and individuals, develop our marketing team and enhance our reputation
- And in return, you'll work with a friendly, supportive team and enjoy all the benefits you'd expect from an organisation with a global network

Role Purpose

- Our new Marketing Executive will have a particular focus on contributing to the development of, and execution of, our new content marketing strategy – primarily focusing on social media and the company websites
- They will also get the chance to work across events (both online and in-person) as well as design, branding, research, advertising and more, as they develop their skills with us
- Working in Marketing as a Corporate Service for the recruitment and creative teams in both the Penna and Stafford Long brands, the role comes with great exposure to how each team works together to match quality candidates with clients and create inspirational campaigns for them, too
- It is the perfect all-round marketing role for the right person who wants to further their experience in content development and social media, and that wants greater exposure to how an entire marketing department functions

WHAT YOU'LL DO

Social Media

- Work with the Strategic Marketing Manager, Marketing and Events Assistant, Directors and Consultants across the business on posts and campaigns
- Create social media posts and plans for execution in Hootsuite across LinkedIn, Twitter, Instagram and Facebook
- Edit and even develop template graphics in time for use across social media
- Analyse trends across post types and report back on findings
- Compile a competitor analysis when required

Content development and management

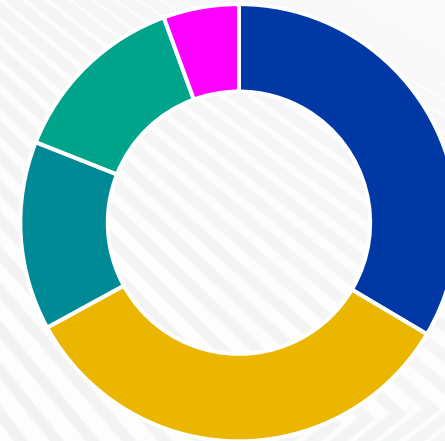
- Proof-read regular thought leadership pieces from across the business for publication
- Alongside the Strategic Marketing Manager, create copy related to different areas of the business for use in promoting their services or expertise
- Upload articles to company websites and other partner sites/social media accounts
- Create content calendars alongside the Strategic Marketing Manager for the publication of content like newsletters.

WHAT YOU'LL DO

Events and other marketing responsibilities

- Be the brand guardian of both Penna and Stafford Long both internally and in any external materials produced
- As required, support the preparation, execution and post-analysis of company events
- Create, proof and execute e-mail campaigns as and when required
- Conduct research into target markets and new ways of improving efficiency within the marketing department and wider business, when required

A typical week might be



- Social Media management
- Content development and proofing
- Events
- Internal relationship management
- Other marketing tasks as required (Branding/Website/Design/Research etc.)

KEY RELATIONSHIPS

PERSONS/COMMUNITIES	NATURE OF RELATIONSHIP
Strategic Marketing Manager	Line Manager
Marketing and Events Assistant	Work in partnership with team members.
Directors and Consultants	Key Internal Relationships

PERSONAL ATTRIBUTES, SKILLS, KNOWLEDGE, AND EXPERIENCE

- Strong administrative and strong organisation skills
- Excellent communication skills both internally and externally, to different types of audiences
- Good time management
- Ability to work as part of a team
- Ability to manage conflicting deadlines
- Proactive and positive 'can do' attitude
- Ability to act on own initiative
- Ability to work and remain calm under pressure and to meet deadlines
- Professional and approachable
- Excellent query and problem solving skills
- An eagerness to learn and continuously develop ways of improving service
- Strong accuracy/attention to detail
- Ability to manage projects outside of normal responsibilities
- Extremely strong written skills across different types of content
- Experience of using Hootsuite or another social media posting platform an advantage
- Experience using the Adobe Suite an advantage

PENNA'S COMMITMENT

We are a family at Penna and Stafford Long and believe in fairness and equality across all approaches to recruitment, development, opportunity, and responsibility.

Diversity Promise

Our promise is to organise our services in a way that is universally accessible and useful for everyone. To do that well, we believe we need to create and sustain a workforce that's more representative of the candidates and clients we serve.

Penna is committed to creating a diverse and inclusive workforce that respects and embraces difference. Our employees and our company thrive when we get this right. We aim to create a workplace that celebrates the diversity of our employees, clients, and the contractors we work with. We will endeavour to create recruitment solutions that work for everyone by including perspectives from backgrounds that vary by race, ethnicity, social background, religion, gender, age, disability, sexual orientation and national origin.

Our internal programmes and external work with our clients make us proud to be an Equal Opportunity and Inclusive Employer.

If you have a disability or health condition that requires accommodation or reasonable adjustments made during the recruitment process, please let us know by emailing people@penna.com.

Our full guidance and commitment to your application and how we may use your personal information during the application process can be found here: <https://www.penna.com/candidate-care/> and <https://www.penna.com/privacy-policy>

Together we are better, together we are Penna.

PENNA BEHAVIOURS

We all aspire and work towards demonstrating the behaviours consistent with the Family values; Accountable, Supportive, Collaborative and Inspiring as listed below:

ACCOUNTABLE Does what they say they will do	<ul style="list-style-type: none">• Builds open, honest and realistic relationships with customers and colleagues• Reliable and acts with integrity• Determined and passionate about delivery of the best• Accountable and inclusive
SUPPORTIVE Creates an environment where people can give of their best	<ul style="list-style-type: none">• Seeks to understand the needs and concerns of others• Creates a learning environment• Seeks feedback from other in order to learn and develop• Inspires others to achieve their goals
COLLABORATIVE Works as part of one team	<ul style="list-style-type: none">• Pulls together to put the customer first• Support colleagues without waiting to be asked• Helps others succeed and celebrate their success• Actively looks to break down barriers and finds ways to work together
INSPIRING Creates new possibilities	<ul style="list-style-type: none">• Comes to work to make a difference, sets high goals and gives 100% personal energy• Believes in what we do and demonstrates this through actions• Regularly challenges thinking and is open to new ideas and ways of working• Has ambition and confidence to do things in new ways and to create and deliver inspirational solutions