

## **Marketing Executive- Peterborough**

### **The Company**

We are a trusted, market-leading motorcycling brand with 200,000 customers and a unique members club in BikeSocial. We're passionate about helping our customers get more from motorcycling and have exciting plans ahead to our 100-year centenary. Would you like to join our team and play a part in this exciting future? If this sounds interesting, come and be a part of it too!

### **The Role**

As part of a fun, energetic and creative team this broad and varied role will see you supporting the marketing team to create and deliver marketing campaigns across social media, digital, CRM and events. A fantastic role for someone keen to get into marketing, at an entry-level and/or a marketing graduate.

Salary Range is £19,000 - £23,000 and staff bonus of up to 7.5% per annum. Along with a welcoming working environment, you'll benefit from a flexible and hybrid working environment, 25 days annual leave plus Bank Holidays. We offer pension and life assurance, private medical cover, £25 a month gym contribution, and commitment to your personal and professional development.

### **You**

To be successful you must have a driving licence as travel will be involved to a variety of events around the country, a passion for motorcycling is desirable but not essential.

### ***A Team Player***

Proactive in assisting the Marketing team to organise, create, build, implement and report on marketing campaigns and event activity.

### ***Creative and Collaborative***

Works well with colleagues, peers and third parties with integrity to develop and deliver marketing campaigns, willing to experiment, test and try new things.

### ***Digitally-savvy***

Be able to produce content across written and social media, and comfortable with Microsoft Excel, Powerpoint and Office 365.

### ***Customer focussed***

Curious to understand the needs of our customers and use this to engage, excite and inspire.

### **Key Responsibilities**

- ***Be organised to create and deliver customer focused campaigns***
- ***Help the marketing team to organise and attend customer events***
- ***Create and send digital marketing campaigns and report on them***
- ***Grow customer awareness and engagement using digital-first approach***
- ***Be flexible, adaptable and can achieve in hybrid working.***
- ***Have fun!***