

**Job Role: Marketing Executive**  
**Location: Wolverhampton**  
**Term: Permanent Part Time**  
**Deadline: 30 September 2015**

### **Appleby Mall**

Since 1997 we've been helping businesses make light work of their accounts. From balancing the books to streamlining accounting processes. Appleby Mall are the go-to Chartered Accountants. Our Cloud based accounting systems enable us to work with clients all over the UK.

The team at Appleby Mall is growing and we always need good people. Due to our expansion plans, we have an immediate need for a Marketing Executive to support the Director of Marketing in developing marketing activities to help Appleby Mall become the no. 1 cloud accounting firm in the UK.

### **The Role**

If you love marketing, are good at marketing and can prove this, please get in touch.

The Marketing Executive will report to the Director of Marketing.

As Marketing Executive, you will support the Director of Marketing in both digital and print, including but not limited to:

- PR
- Social Media updating
- Blogging
- Internal/external communications
- Exhibition and event management
- Delivering email marketing campaigns
- Creating website content and articles
- Analytics reporting
- Video and image editing
- Market research
- Competitor activity
- Follow up calls
- Creation of company brochures
- Creation of presentation materials
- Report writing
- Proof reading
- Other customer focused initiatives.

## **Your Credentials**

You will be either educated to degree level with a minimum 2.2.

Or

An A Level school leaver looking to start an apprenticeship. You will have a minimum of 5 GCSEs (A-C grades including English and Maths) and 3 A Levels.

You will have excellent IT (Excel & PowerPoint), oral and copywriting skills. You will be a creative thinker, organised, competent and able to work flexibly using your own initiative and judgement. You will have good negotiating and interpersonal skills, commercial awareness and good numeracy skills.

We are looking for a multi-tasker who is focused and motivated.

The ability to edit photos and videos will be seen as a bonus!

You will be fun to work with and a team player with an outward going and professional personality.

## **Interested?**

If you feel you've got what it takes, please send a word CV with the subject heading 'I love marketing' to [cleo.mall@appleby mall.co.uk](mailto:cleo.mall@appleby mall.co.uk). Please include a hand written covering letter detailing why this job is for you and how you feel you can help Appleby Mall in its growth and expansion plans.