



Job Title: Marketing Officer

Reporting to: Finance Manager

www.skirting4less.com

Skirting4Less Limited is a reputable manufacturing firm that produces custom-made skirting boards, architraves, windows boards, and other MDF products. We take pride in our high-quality designs and have established ourselves as a trusted platform for interior designers, property developers, tradespersons, and DIY enthusiasts.

We are currently seeking an enthusiastic and results-driven Marketing Officer to join our marketing team. As a Marketing Officer, you will be crucial in implementing marketing strategies and campaigns to promote our products and expand our customer base.

Responsibilities:

- Collaborate with the marketing team to develop and execute marketing plans and campaigns that align with the company's objectives and target audience.
- Assist in creating marketing materials, including brochures, flyers, banners, and social media graphics.
- Manage and update content on the company website and other online platforms to ensure accuracy and relevancy.
- Coordinate digital marketing efforts to engage and attract potential customers, including social media, email, and content marketing.
- Monitor and analyse website traffic and social media engagement metrics to evaluate the effectiveness of marketing strategies.
- Conduct market research and competitor analysis to identify opportunities and trends in the industry.
- Identify and collaborate with influencers and industry partners to expand brand visibility and reach.
- Planned and executed promotional events and online and offline campaigns to drive brand awareness and sales.
- Assist in organising and participating in trade shows and exhibitions to showcase our products and services.
- Maintained and update customer databases and supported customer relationship management (CRM) initiatives.
- Collaborate with cross-functional teams to ensure consistent messaging and brand representation across all marketing channels.

Qualifications:

- Bachelor's degree in Marketing, Business, or a related field.
- Proven work experience in marketing, preferably in a manufacturing or related industry.
- Strong understanding of marketing principles and best practices.

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QUALITY PRODUCTS FOR LESS

- Proficiency in digital marketing tools and platforms, including social media, email marketing, and content management systems.
- Excellent written and verbal communication skills.
- Creative mindset and ability to think outside the box to develop innovative marketing strategies.
- Analytical skills to measure and report on marketing performance.
- Strong attention to detail and ability to manage multiple projects simultaneously.
- Ability to work independently and collaboratively in a team environment.
- Knowledge of graphic design software and basic design skills are a plus.

What we offer:

- Competitive Salary
- Pension Contribution
- 25 Days Annual Holidays
- Discount on Products
- Other benefits

If you are a proactive and creative individual with a passion for marketing and want to be part of a dynamic and growing company, we encourage you to apply for the position at Skirting4Less Limited.

To apply, please submit your resume, cover letter, and relevant certifications to info@Skirting4less.com. We look forward to reviewing your application and considering you for this vital role in our organisation.

Note: Only shortlisted candidates will be contacted for further steps in the hiring process.