**Job Role:** Marketing Executive – Specialist
**Location:** Caerphilly
**Contract:** Full-time, Permanent (Hybrid Working – 3 days in the office)

**About the role**

As a Marketing Executive at **phs** Group, you will play a key role in developing and executing marketing strategies across our four Specialist Divisions—**phs** Besafe, **phs** Greenleaf, **phs** Wastekit, **phs** Teacrate, and **phs** Compliance. Reporting to the Marketing Manager - Specialist, you will manage multi-channel campaigns, collaborate with internal stakeholders, and drive brand awareness and lead generation.

**Key Responsibilities:**

* **Campaign Development & Execution:** Plan, create, and implement integrated marketing campaigns, including content creation, copywriting, and digital execution.
* **Stakeholder Collaboration:** Work closely with divisional managers to align marketing efforts with business objectives.
* **Agency & Vendor Management:** Oversee external agencies to ensure effective campaign execution.
* **Market Analysis & Data Selection:** Identify key market sectors for targeting, working with internal teams such as the data team for audience segmentation.
* **Content & Asset Management:** Maintain a catalogue of high-quality images, customer testimonials, and marketing assets for campaigns.
* **Social Media Management:** Oversee and develop content for LinkedIn, Twitter, Instagram, and Facebook, ensuring alignment with brand positioning and campaign strategy.
* **Event Planning:** Organise and manage attendance at conferences and exhibitions to enhance brand visibility.
* **Website & Digital Alignment:** Collaborate with the Digital Marketing team to ensure the website reflects the overarching marketing strategy.
* **Budget Management:** Ensure campaigns are delivered within budget, managing purchase orders and invoices accordingly.

**What We Are Looking For:**

* **Marketing Experience:** Proven experience in a marketing role, working with both internal and external stakeholders.
* **Strong Organisational & Communication Skills:** Ability to confidently present to management and work collaboratively across teams.
* **Initiative & Independence:** A proactive approach with the ability to manage multiple tasks and prioritise effectively.
* **Education & Qualifications:** A degree in marketing or a **CIM qualification** (preferred but not essential).
* **Technical Proficiency:** Experience with **Microsoft Excel, Word, and PowerPoint**.
* **Content & Social Media Expertise:** Experience in **organic social media campaigns** (Hootsuite experience desirable).
* **CMS Knowledge:** Experience with **content management systems** is beneficial, though training will be provided.