



<b>Job Title:</b> Marketing & Content Executive	<b>Department:</b> Marketing
<b>Report to:</b> Client Services Director	<b>Location base:</b> Bardwell, Suffolk (3 days per week) Home (2 days per week) Plus weekly client visits

Toolbox Marketing provides insight-driven strategic and creative solutions to retail & leisure property and placemaking challenges. We think outside the (tool)box to hit the nail on the head.

Our work ranges from the serious business of strategic planning and brand repositioning – to the magic of creating emotionally engaging communications that make people want to shop, dine, and play.

We are recruiting an enthusiastic Marketing & Content Executive.

### **Job Purpose**

As Marketing & Content Executive you will assist the Account Management team in developing and implementing the marketing strategies for our shopping centre clients and support the Account Management team in curating and creating content for our clients.

You will be responsible for developing and implementing creative yet strategic content to get people to our client's places - shopping centres, retail parks, leisure locations, events, festivals, and more.

You will be required to support the Account Management team to ensure all work undertaken on behalf of Toolbox Marketing is delivered to a high standard. An integrated and effective approach to all marketing activity and deliverables is required.

You will be required to juggle multiple tasks, for multiple clients, across multiple channels.

### **Focus and responsibility**

1	Provide social media content plans every week and upon approval, schedule the content
2	Actively engage and respond to all social media channels (some evening and weekend responses may be required)
3	Write, optimise, and post blogs
4	Influencer and partnership management
5	Attend regular site visits to curate and create content
6	Support for paid for advertising, website updates, and database marketing

# toolbox

MARKETING

7	Stay up to date with industry trends, topics, features and functions
8	Working in partnership with the Account Manager, assist in the coordination, delivery, and reporting of marketing campaigns and events
9	Physical marketing, including events, community-focused campaigns, and initiatives for our clients.
10	Communications with clients, tenants, suppliers, and stakeholders.
11	Analysis, reporting, KPIs, and ROI.

## What you can bring to us:

### For Toolbox Marketing:

- a. Standards - Ensuring all work undertaken on behalf of Toolbox Marketing is delivered to a high standard and is in relation to the budget.
- b. Time Management - Managing your time and input for all projects undertaken in relation to the budget and/or hours quoted.
- c. Communication - Work closely and communicate effectively and efficiently with other departments within the business to ensure an integrated and effective approach to all activity – account management, project management, content, design, web & app development, and finance.

### For our Clients:

- a. Capable of juggling multiple projects at a time, while maintaining sharp attention to detail.
- b. Ability to develop and maintain a positive working relationship with clients, tenants, suppliers, and stakeholders.
- c. Proven flair for client communication and understanding of consumer behaviour.

### Preferred attributes:

- a. Exceptional organisational skills
- b. Excellent verbal and written communication skills
- c. Self-motivated
- d. Detail-oriented
- e. Problem-solving skills
- f. The ability to multi-task
- g. Ambitious and enthusiastic
- h. Honest and trustworthy
- i. Confident

### Relevant Experience:

- a. Proven experience working in a marketing & content role.
- b. Knowledge of digital marketing and social media systems and tools such as Sprout Social, WordPress, Google Analytics, Mailchimp, or similar software(s).
- c. Knowledge of social media monitoring platforms e.g. sprout & agorapulse
- d. Excellent communicator who can work at all levels both written and verbal.
- e. Experience in using project management tools such as Monday.com

### Requirements:

- Driving licence and car to easily travel to clients and the remote location of our office.



- 1 year experience in a marketing and content role.

**What do we offer?**

1. Hybrid working - 3 days in the office, 2 days at home
2. Learning and Development plan - bespoke to you with funding allowance from us
3. 25 days paid holiday - plus Bank Holidays and your Birthday off too!
4. Modern office - stocked with refreshments and snacks
5. Stakeholder pension after 3 months (if meeting legal criteria)
6. ESG initiatives - we're a team of do-gooders!
7. Social events
8. Finish at 4pm Fri-Yays!
9. Flu jabs and eye tests paid for by the company