



## Marketing Executive

### The Company

Forward-thinking British engineering that powers the global shearing and clipping industry – that’s what we do at Lister. Our people are our strength, and we recognise hard work, commitment to getting the job done and value one another’s contributions.

### The Opportunity

We have an exciting opportunity for a Marketing Executive to join our growing team and help deliver strategic marketing campaigns across our channels, including but not limited to social media (Instagram, Facebook, TikTok, YouTube and LinkedIn, email campaigns, advertisement and web.

We are looking for someone proactive, confident, and ready to bring fresh ideas and approaches to the team. You’ll work closely with the Head of Sales and Commercial and Marketing team to realise Lister’s strategic aims and ambitions for our online presence, helping to continue the growth of the Lister brand.

### Key Responsibilities

As a Marketing Executive at Lister, you’ll have an understanding of how each channel works and how this can be integrated within a marketing strategy. You’ll have an eye for keeping our messaging consistent across the relevant media, as well as across the board. Some of your key responsibilities include:

#### Website:

- Manage and update website content on a bespoke CMS and E-Commerce platform
- Deliver creative copywriting for website product description and other content, blogs and marketing campaigns
- Monitor the stock availability across our e-commerce platform
- Analyse customer journeys and evaluate customer experience and provide recommendations and improvements
- Compile Google Analytics reports and extract insight from the data
- Support with the implementation of PPC and SEO campaigns across the Lister website.

#### Email

- Deliver email campaigns via our email platform CRM, from building to executing
- Keep an eye on the latest trends and competitor communications, providing opinions on what others are doing and how we can improve our communication
- Implement automation campaigns and segment the customer database to deliver the right campaign to the right audience
- Compile a quarterly report on the success of campaigns.



## **Social Media**

- Manage the delivery of paid and organic content
- Organise campaigns and plan in social alongside key campaigns and sales objectives
- Pro-active management of social media, interacting daily across our Instagram, Facebook, Pinterest, TikTok and LinkedIn channels.

## **Content Creation and Collateral**

- Support with the production of interesting and creative content in line with the brand strategy for digital and print
- Actively work with cross-functional teams to develop videos for our digital platforms, including TikTok, YouTube and Instagram.

## **Events**

- Support the Marketing team with the delivery of events and attend if required to do so
- Create digital campaigns to promote event attendance and related content.

*Tasks to be performed are not limited to this job description. The post holder will be required to take on additional duties within their capabilities as and when workloads demand. The role may change depending on the needs of the business. Training and support will be given throughout.*

## **Your Skills and Attributes**

- A Marketing/Digital Marketing degree/apprenticeship or relevant work experience within a digital marketing role
- Excellent copywriting skills
- Experience in creating/capturing, editing, and publishing content for multiple communication channels with experience of using Adobe Creative Suite, including Photoshop, InDesign, Illustrator and Premiere Pro, as well as Canva
- Clear understanding of marketing as a whole and best practices, with a proven track record in delivery and management of increasing, communicates through social media and campaigns
- An understanding of Google Analytics and the ability to extract insight from the data
- Superb attention to detail when it comes to the accurate marketing copy, photography, videography, and design
- Good knowledge and experience of using SEO and PPC best practices that includes effective keyword placement
- Experience in developing and delivering a social media strategy



- Excellent interpersonal skills and ability to liaise and communicate with a wide range of stakeholders
- Collaborative and a team player
- Results-orientated with the ability to work under pressure and use initiative to resolve issues.

### **What we can offer you**

- A work pattern of 7:30am to 4:45pm Monday-Thursday and 7:30am to 12:30pm on Fridays
- Flexible and willing to work some unsociable hours and travel to events.

### **About Us**

Lister Shearing Equipment Ltd is one of the world's leading manufacturers of Clipping and Shearing equipment. Established over 110 years ago, Lister has proudly been manufacturing its products from the heart of Gloucestershire. In 2002, Lister was bought by Wahl Clipper Corporation that began an investment programme to support Lister in continuing its production of world-class clipping and shearing products.

Lister is based in Stonehouse, Gloucestershire and has over 75 employees and distributes to over 60 countries both directly and through the Wahl subsidiaries around the world.

### **How to Apply**

If you think you are the perfect candidate for this role to apply, please send your CV via email to [Jules.minchin@lister-shearing.co.uk](mailto:Jules.minchin@lister-shearing.co.uk)

**All applications are treated in the strictest confidence.**