

Marketing Manager (Office & Home Working)

Introduction

This is a stand-alone and full-time marketing role, tasked with raising the profile and revenue of both the My Car Heaven (80%) & Construction Futures brands (20%). You will need a passion for cars, be a self-starter and motivator, and have experience promoting brands via multiple channels, including websites, social media, email marketing, advertising & face-to-face networking.

The Brands

Construction Futures Limited (CF) www.constructionfuturesuk.com

This is a recruitment business. We solely help companies' source Planners, Project Controllers & Claims professionals for construction & infrastructure projects in the UK & Europe.

My Car Heaven (MCH) www.mycarheaven.com

This is a hugely popular car blogging website. We write, talk, and create videos about cool, beautiful and iconic supercars, hypercars, and classic cars. We attend most of the UK's premier car shows, run numerous competitions throughout the year, plus provide product reviews for clients on our site.

Skills & Experience

- ✓ Minimum of 2 years in a marketing role.
- ✓ Experience of promoting brands on social media (LinkedIn, Instagram, Facebook, Twitter and YouTube).
- ✓ Experience of creating and uploading videos to YouTube is desirable.
- ✓ A passion for cars would be a big plus
- ✓ Experience of copywriting (this is a large proportion of the role).
- ✓ Experience of WordPress CMS.
- ✓ Experience of SEO fundamentals and integrating this across the content on both websites.
- ✓ Experience of working in a small business is desirable. We are a small company, so need somebody prepared to 'roll up their sleeves'.
- ✓ Organised by nature.
- ✓ Experience of Google AdSense is desirable, but not necessary.
- ✓ Basic design experience is desirable, but not necessary.
- ✓ Experience of creating and managing email marketing campaigns.
- ✓ Experience of regular reporting (weekly) is necessary.
- ✓ Art or Marketing A-Level or degree.

- ✓ You must be able to drive & own a car & have a driving licence.
- ✓ Reliable, punctual and a keen eye for detail.

Duties

- Generate and increase revenues through:
 - Increasing and managing flow of sponsored articles on MCH website
 - Managing and developing the MCH Online Shop
 - Constantly seeking new revenue opportunities
- Email marketing campaigns via Mail Chimp platform. Building database to regularly communicate to, including bi-weekly newsletters. social media, LinkedIn, etc.
- Frequent use of social media across LinkedIn, Twitter, Instagram, Facebook and YouTube. Sharing posts, links, stories and videos to our followers and subscribers.
- Building relationships with PR Agencies and automotive dealerships / manufacturers to help build the brand, advertising synergies and potential new revenues
- Creation of new articles to publish on the CF and MCH websites
- Creation of engaging, fun and relevant videos to publish on the MCH website and social media
- Increase social followers & engagement.

Remuneration

- Circa £20-30,000 (based on experience)
- We are very flexible, depending on how many hours/ days will be worked per week & the results obtained. This would be made up of salary & bonuses (2 per annum).
- Holiday entitlement is 22 days increasing by 1 day each year (marked by the anniversary of your start date) up to a maximum of 25 days per annum.
- Pension included.

Additional perks

If you love cars, you'll be surrounded by them daily, you'll be doing test drives throughout the year & attending the UKs best car shows on behalf of mycarheaven.com

Please send me a CV with any links to examples of your work & clarify why you think this job would be the right fit for you.

Bill Wynn

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