

Job Spec | Marketing Executive

Job Title | Marketing Executive
Location | Manchester City Centre
Salary | £30,000 + Bonus
Experience Required | 2+ Years
Reports To | Commercial Director

Who Are We?

Here at Final Stage we're a team of innovators who have spent the last year developing the world's first talent-sharing platform which is disrupting the recruitment marketplace and revolutionising the way companies engage with their talent. Our game-changing model combined with modern technology enables employers to drastically reduce their recruitment spend whilst bettering the recruitment experience for all involved and is therefore a no-brainer for many companies that we speak with.

The platform has already piqued the interest of a number of enterprise-level employers such as Grant Thornton, Capgemini and Bloomberg who are all ready to use talent sharing to better their recruitment practice and our upcoming round of seed investment will enable us to roll out the platform to similar companies nationwide.

Where Do You Come In?

Final Stage are looking for a talented Marketing Executive to join our commercial team in our Manchester office to spread the word about our talent sharing platform. The successful individual will head up the planning, execution and optimization of our offline and online marketing efforts, being involved in numerous marketing related activities. They will work closely with the management team to develop marketing strategies that align with company goals.

This is an exciting opportunity for someone to become an integral part of a growing tech start-up that is looking to make big waves in the market over the coming months. We have the opportunity to accomplish something vast and are therefore looking for the very best talent the market has to offer to join us on our journey. We are creating a new marketplace so it won't always be easy, but if you're confident in your ability to deliver on a big stage, this is likely a role for you.

Main Responsibilities Include

- Work closely with the management team to further develop the brand.
- Head up content curation and content management for the company.
- Digital marketing acquisition – SEO for organic traffic and paid advertising (AdWords/LinkedIn).
- Develop and maximise our online presence, improving the company's visibility to customers.
- Provide creative ideas for content marketing and updates to the website.
- Effectively manage the blog and monitor its relationship with the website.
- Design and produce marketing materials and printed literature for potential customers.



- Prepare marketing statistics and assess the results of marketing campaigns using tools like Google Analytics.
- Support the sales team in their bid to win new customers.
- Contribute to developing in-house PR strategies and campaigns.
- Develop press relations and keep contacts updated as to company progress.

Person Specification

To be successful in this role you will need previous marketing experience. We would also like to see evidence of the following in your profile:

Experience

- Minimum 2:1 degree in marketing related discipline
- Proven expertise in search advertising (SEO, PPC, AdWords)
- Experience managing various social platforms
- Experience in creative content curation

Behavioural Competencies

- Excellent communication skills in both written and spoken English
- Strong creative copywriting and proofing skills
- An ambitious mindset that allows you to find new solutions to issues that arise
- Highly organised with excellent time management skills
- Proactive and autonomous approach to work
- The ability to handle pressure and meet targets / deadlines
- Exceptional attention to detail
- A desire to work in a start-up environment

If you don't meet all of these criteria but believe strongly that you can do a great job in this role, please get in touch to explain why.

Benefits

- Competitive Remuneration + Bonuses
- Great Office Environments
- High Levels of Responsibility
- Various Work Socials
- Opportunity For Share Options
- A Brand New MacBook
- Flexible Work Options
- Free Snacks & Drinks

Interested or eager to find out more?

Get in touch with a member of the team at hello@finalstage.co.uk.

