

**28/07/2017****Senior Marketing Executive – Galway**

Production Equipment Europe is a leading industrial distributor supplying over 35,000 products to customers across Europe. We are currently recruiting for a Marketing Executive to work within our head office in Galway. The Marketing Executive will work closely with cross functional teams to create, implement and drive a marketing strategy for the group. This is an exciting opportunity for a strong team player to join a fast paced, dynamic environment.

**Responsibilities**

- Responsibility for the day to day management of all marketing activity across multiple brands and varying customer bases
- Deliver projects from conception through to implementation
- Creating, managing and implementing all aspects of a marketing programme
- Identify best practice marketing campaigns to drive cross-sell and up-sell opportunities
- Analyse and monitor campaigns for optimum performance
- Identify new marketing initiatives to drive responses and sales
- Drive brand awareness across multiple networks
- Support the sales team through providing sales material, such as presentations, brochures, exhibition stands and video content
- Work closely with internal stakeholders to drive the strategy and deliver within budget
- Monitor the market for industry trends and competitor activity
- Management of trade shows including planning and logistics
- Managing website and digital marketing activity

**Skills & Experience**

- Degree or equivalent in Business, Marketing, I.T or related discipline
- Minimum of 5 years relevant experience in a similar role or related experience
- Strong working knowledge of SEO, AdWords and algorithm techniques
- Exceptional Project Management skills with demonstrated experience of managing projects in a fast paced, changing environment
- Hands on with the ability to multitask, previous experience of delivering for a diverse range of brands within a company group a distinct advantage
- Excellent communication, organisation, presentation and administration skills
- Resilient, flexible and pro-active attitude with strong commercial awareness
- Proven track record of implementing marketing campaigns and delivering results
- Innovative and creative with a commercial frame of mind
- Basic understanding of coding an advantage but not a requirement
- Proficient in Microsoft suite and software packages to include Photoshop or similar packages