

Marketing Executive | Remote/Hybrid – your choice! | EdTech | Up to £32,000 DOE

Are you a Marketing Executive in search of an organisation that truly has a positive impact on its market?

Langham Recruitment is proud to partner with an Award-Winning SAAS Company, which is on a mission to give every student the opportunity to reach their potential and beyond.

Our client is in search of a Marketing Executive who will be a key member in promoting all the exciting projects, accomplishments, experiences, and news that are focused across the organisation.

Alkemygold Limited (Alps) is an EdTech company specialising in KS4 and KS5 analysis and training. We have two main areas of work. Firstly, analysis for schools, colleges, Local Authorities (LAs) and Multi-Academy Trusts (MATs); and, secondly, delivering specialised training and conferences for teachers and educational professionals. We are a market leader for KS5 analysis in England and Wales and are ambitious to grow further in the UK sector and internationally. The company currently employs 40 staff and two educational consultants who deliver our training.

You will be a key member of a small, highly productive, friendly and efficient team. The work is highly rewarding and the workplace is a real hive of activity. The office is a happy one, and you will find your colleagues helpful, supportive and flexible. We are in the process of implementing a hybrid working pattern to suit each of our teams. It is the ideal environment for those with experience who wish to develop their skills within a thriving and successful company.

Your Key Responsibilities

- Planning and managing companies' social media platforms (focusing on LinkedIn and Twitter), creating graphics, and utilising the CRM systems
- Supporting the sales of the product through multiple marketing channels, following the brand guidelines
- General editing company promotional videos and photography
- Basic administration of company website, ranging from page design and creation to document updates and blog posting
- Active involvement with content writing, planning, scheduling, segmenting distribution lists and regularly producing email newsletters

Essential Requirements

- 2+ years' experience in Marketing
- Social Media management
- Graphics design

- Basic video editing and photoshop experience
- Website management

Desirable Requirements

- CRM experience – preferably Zoho
- Adobe administration
- Adobe Software Premiere Pro
- Photoshop
- WordPress

Benefits

- Competitive basic salary
- With an excellent working environment and collaborative culture within a successful, privately owned, and growing data analysis technology company
- Hybrid/ remote working model
- Flexible working hours
- 25 days holiday
- Range of staff incentives and social activities

Job specifications

Salary: £24,000 - £32,000 per annum plus pension contributions and private healthcare

Hours of work: Monday to Friday 8.30am-5.00pm

Holidays: 25 days per annum. Due to the fact we are a small team, during the busy period from mid-August to October half term extended holidays are not permitted.

Notice period: 1 month

Employment Type: Permanent

If you are a marketing executive ready to improve how students achieve their dreams, apply today!