



A.R.Richards Ltd

Bensite, Warrant Road, Stoke Heath, Market Drayton, Shropshire TF9 2JJ

Sales: **01630 639 888** Accounts: **01630 659 113**

Web: **www.arrichards.co.uk**

Sales: **info@arrichards.co.uk** Accounts: **accounts@arrichards.co.uk**

Marketing Assistant

Company Overview

Our company, A.R.Richards, is located just outside Market Drayton in Shropshire. We offer our services throughout Shropshire, Cheshire, Staffordshire, the Midlands, and Mid North Wales, with the ability to cater to work further afield on request. A.R.Richards was established in 1980 as a Plant Hire & Agricultural Contracting Business and has grown at a phenomenal rate since then. We offer a comprehensive range of services and products to the agricultural, construction and waste industry but to name a few.

Job Description

We have an exciting opening within the team for a Marketing Assistant on a full-time permanent basis. This position is available with an immediate start. This is a fantastic opportunity to join a family firm in a growing industry. The role is office based just outside Market Drayton off the A41.

Outline of the Role

Working alongside all relevant departments you will be responsible for the creation and implementation of every aspect of the company marketing plan and activities. Including PR to help grow the companies market presence in a variety of sectors.

You will be responsible for marketing all aspects of our products and services, you will need to have experience driving marketing programs and campaigns that result in measurable results. We are also open to anyone with a relevant qualification or experience, with the ambition to succeed and deliver results.

Your responsibilities will include:

- Creation and implementation of marketing campaigns to support our full product range and customer groups.
- Generating content both static and video for our social media channels & website
- Responsibility for populating and maintaining Monthly\Annual marketing campaigns ensuring each of the company's customer segments is targeted
- Fully versed in social media with a detailed knowledge of LinkedIn, Twitter, Instagram, TikTok, Facebook etc.



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Registered Address: A.R.Richards Ltd. Bensite, Warrant Road, Stoke Heath, Market Drayton, Shropshire TF9 2JJ

- Increasing traffic to the company website through a variety of marketing campaigns, including creating and running email campaigns
- Maintaining content on our website, writing, and adding new content to pages & producing insightful, relevant blogs to maintain SEO
- Liaising with our web development agency to ensure our website(s) remain optimised and adopt latest industry standards and techniques
- Conducting research to analyse customer behaviour, preferences and trends in the core customer groups
- Supporting the whole teams requests to deliver promotional material and literature as they may require
- Looking for other advertising opportunities such as local magazines, advertising boards and radio.
- To be able to implement and oversee the company social value contributions

Qualities you will need for this role:

- Strong analytical skills and experience with marketing, sales, or related metrics and KPIs
- Ability to produce marketing materials – written, video, etc. – in English
- Familiar with Google Analytics or similar, knowledge of Word press web sites and SEO campaigns advantageous
- Successful track record of achieving results through your own work and in collaboration with others
- Excellent communication skills – both oral and written, with high proficiency in English
- Self-starter, capable of working with minimal guidance
- Happy to visit external sites

Experience

- Digital marketing: 1 year (preferred)
- Marketing: 1 year (preferred)
- Social Media Campaigns
- You will need to be a confident individual with excellent communication skills
- You will need a can-do attitude and resilience that is required in this highly competitive market.

Working Hours /Schedule

Full Time Hours: Monday – Friday 9am – 5pm with 30 minutes unpaid dinner (Extra hours with minimal weekend work will be required from time to time when covering events)

Salary

Between £13 – £14.50 per hour dependant on experience

Job Type

Permanent full-time position

Benefits

- Free on-site parking
- Full induction & familiarisation training provided
- Continued professional development
- Employee Discount
- 28 days paid holiday (Including Bank holidays)
- Company pension
- Weekly bonus scheme
- Overtime hours available

Licence/Certification

- Driving licence (essential)

To apply or for more information please contact:

Please apply through the link, or direct, if you need more information please reach out to recruitment@arrichards.co.uk or call 01630 639 888