



Access Care

Marketing Executive

Our Company:

Access Care - Private, mid-size business established in 1994 – Specialist Care Worker Recruitment Agency. We are a friendly, hardworking, fun team, with a strong and successful product, an excellent company image and brand. We have a growing active social media presence, and a reputation to be proud of, operating since 1994. We are a genuine, honest business. We work hard and play hard, paying attention to minute detail to exceed our customers' expectations and offer a truly personalised service.

The Positions Up for Grabs:

Marketing Executive

Your Employment Status:

Employed – with options and a desire to find a working pattern to suit you and us.

1. Full-Time. 09.00 – 17.00 Monday to Friday in the office or a
2. Pro Rata school hours position could work too.
3. And there's an opportunity to move to a four-day working week once the company hits it's targets too.

We'll chat more if you like the sound of the job and want it to be yours! Only stipulation is whatever the hours you need to work in the office with us – as we know we are more productive working together!

Location:

The office is in the idyllic village of Goodworth Clatford, Hampshire. A commutable distance from Salisbury, Romsey, Andover, Basingstoke, or Winchester. The village has lovely countryside for walking, a park nearby, a personal training gym a few minutes away and good pubs perfect for a spot of lunch! There is an office pup too, a Cavalier King Charles Spaniel too called 'Chloe'!

Your Salary:

Circa £24-28k PA negotiable & dependent on experience

The Perks of your job:

- Your Role Will Help Us All Make a Positive Difference to The Lives of Many People
- You'll Feel Trusted, Appreciated & Valued as Part of The Team
- An excellent chance to develop and potential to create a team on the future
- Free Onsite Parking
- Ever-giving Fruit Tree
- 20 days' holiday + Bank Holidays pro rata
- Company Fun days & Company Sun Days
- 20% Friends & Family Discount on Access Care Agency Fees for our services
- 10% Discount @ The Owl & The Pussycat Boutique in Stockbridge
- Fun, Lively & Friendly Office with a Work-hard/Play-hard Mentality
- Childcare Voucher Scheme & Employee Pension Scheme

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The Purpose of your position:

We are looking for someone to take the reigns and drive our marketing sleigh! We have a combination of Website / Social Media / Print Advertising - so all elements need to be covered from the concept to design to implementation and reporting. We have been working with a freelancer for a number of year whom we love dearly but we have just outgrown the time she can offer us so are looking for someone to take over from her in house.

An idea of your responsibilities:

- Print, Social, Website design and development
- Search Engine Optimisation
- Develop, design and activate marketing strategies and campaigns to support business priorities and drive growth
- Oversee all areas of the marketing mix including Advertising & Promotions
- Digital marketing activities including social media - design, implementation & reporting
- Email marketing and database marketing – design, implementation & reporting
- Conducting research and analysing data to identify & define audiences
- Writing & proofreading creative copy

Your Experience/Skills/Qualifications:

- Degree/Postgraduate
- 5 years + experience in similar role
- Advanced Microsoft Office Skills
- Competent in all social media - Buffer ideal
- Knowledge of CANVA ideal
- Knowledge of WIX ideal
- Knowledge of Mailchimp ideal
- Google Ads & social media advertising experience an advantage
- Interpersonal skills & strong attention to detail
- Creativity and imagination
- Organisational ability

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All About You:

We want an honest, genuine person who wants a job and will work hard for their company. We are one team and we work together to get results. We want to have fun in the office. You will be the only marketeer in the team and work closely with the New Business team – we need someone who thinks outside of the box, who offers ideas and a fresh perspective.

Do you think you are the one for us and importantly we are the company for you?

If so, please tell us why you think you are the next member of our team and make your application in the following way:

FAO Managing Director 'Tiggy Bradshaw'

Email your CV & A Cover Letter to: tiggy@access-care.co.uk

The process:

1. Send us the Email
2. We'll call you for an initial chat, so make sure you give us your number
3. If we think our paths are aligned, we'll invite you to interview where you'll be required to do a presentation
4. Then we'll either offer you a position with the team, or let you down gently

We are looking to fill this role starting in a maximum of 3-4 weeks.