

Job Advert: Marketing Manager

Location: Halwell, Totnes

Company: Martin Pears Engineering Ltd

Join our family-run agricultural supplies business, Martin Pears Engineering, based in South Devon. Founded by Martin and Louise Pears in 2006, we pride ourselves on our deep understanding of agriculture and commitment to providing excellent service. Our company offers a wide range of well-known brands, alongside a dedicated service and parts department, and a thriving country store.

We are looking for an experienced marketer run our in-house marketing. This role will suit someone who is ready for a challenge and not afraid to roll their sleeves up to get the job done. You will be self-motivated and driven to deliver stand-out results.

Job Responsibilities:

- Managing in-house marketing and design.
- Developing, implementing, and managing marketing strategies to drive business growth across our B2C customers.
- Creating engaging content for various marketing channels including social media, email campaigns, website, etc.
- Analysing market trends, customer behaviour, and competitor activity to identify opportunities for growth.
- Collaborating with the sales team to develop promotional materials that support sales objectives.
- Managing relationships with our suppliers to drive sales and deliver mutual benefit.
- Organising events and attending trade shows where needed.

Key Skills and Experience:

- Marketing degree or equivalent, by qualification or experience.
- Proven experience in a marketing role, preferably within a similar industry.
- Knowledge of the agricultural industry is desired but not a requirement.
- Strong knowledge of social media platforms and digital marketing strategies.
- Proficiency in using WordPress, Google Analytics, Google Search Console, and Semrush.
- Excellent written and verbal communication skills.
- Ability to manage multiple projects and meet tight deadlines.
- Creative mindset with a strong eye for detail.
- Ability to work independently and as part of a team.

Why Join Us?

- 28 days leave, including bank holidays.
- Be part of a company with a strong community presence.
- Opportunity to work in a diverse role with a wide range of responsibilities.
- Competitive salary £26K-£32K.

How to Apply:

If you are ready to take on this exciting opportunity, please send your CV and a cover letter outlining your relevant experience and why you are the perfect fit for this role to louise@mpearsengineering.co.uk.