

Job Description: Digital Marketing Executive

At Wera, we firmly believe that our tools make life simpler, safer and 'full of joy' for our users. We shall never be content with existing standards. There are many screwdriving tools... But unlike others, we do not believe that tools have reached their ultimate stage of development. We are always searching for new ideas. We think differently. We question things. We are Tool Rebels.

Do you have a passion for digital marketing and a strong understanding of current trends and best practices? Do you have a rebellious streak and want to challenge standards? Wera Tools UK are looking for a creative Digital Marketing Executive who is passionate about social media and who will play a key role in the delivery of our social media strategy.

Job Overview:

The role is for an enthusiastic digital marketing professional who is excited about creating market-leading content and growing our social media metrics across the UK and Ireland. You will work closely with the UK Marketing Team with support from the wider organization allowing you the opportunity to show initiative and grow within the role. You must have the ability to work efficiently and tackle tasks with a sense of urgency if required.

Key Responsibilities:

- Be the voice of Wera UK through engaging video, image and written content across multiple formats.
- Social media planning and development. Experience and knowledge of multiple networks is essential.
- Engaging with the Tool Rebel community through channel management and social listening.
- Assist in the development and implementation of wider marketing campaigns across, digital and traditional channels.
- Monitor and analyse the performance of social and email marketing campaigns, providing insights and recommendations for optimisation and industry specific content.
- Assist with the design and creation of marketing materials such as social media graphics, point of sale materials, web banners and other printed collateral.
- Ongoing market analysis to identify new trends, opportunities, and competitor activity.
- Assist with video content scripting, filming and editing in a dedicated in-house filming studio.
- Shooting and editing optimised video content on events for social media channels.
- Working with the sales team to deliver customer requests where required.
- Assist with hosting and creating content at events such as exhibitions, customer visits, motorsport events and more.

Are you the Right Person?

The ideal candidate will have at least 1 year of experience in digital marketing and demonstrate initiative and efficiency.

Skills:

- A great understanding of social media platforms
- Creative thinking and the ability to use initiative.
- Copywriting with attention to tone and brand consistency.
- Attention to detail and accuracy.
- Strong understanding of digital marketing concepts and best practices.
- An understanding of the use of graphic design tools.
- Strong organisational and time management abilities.
- Experience with Microsoft Office Suite (Word, Excel, PowerPoint).
- Enthusiasm, a strong team ethic and willingness to be flexible and help team members when required.
- Self-motivated and proactive in identifying opportunities and solutions.
- Video Production experience (Desirable, but not essential)

Behaviours:

- Enjoy working and interacting with the public.
- Keen follower of current social media trends.
- Has an appreciation and interest in motorsport.
- Excellent attention to detail.
- Ability to juggle multiple projects, and tasks.
- Ability to work to a deadline.
- Ability to stay super organised.
- Be a key team player with excellent communication skills.
- Take onboard and implement feedback.
- Able to work at events which take place on weekends or weekday evenings where necessary.

Benefits include:

- Competitive salary based on experience, plus a results-based bonus
- Pension scheme
- Company laptop and phone
- 20 days per year paid holiday plus bank holidays
- Office based in clay cross, Derbyshire with on-site parking
- Regular travel to exhibitions & events throughout the UK
- Occasional international travel to Wera HQ in Germany
- Internal and external training & personal development opportunities

We are an equal opportunity employer and value diversity at our company. We welcome applications from individuals of all backgrounds, regardless of race, ethnicity, gender, sexual

orientation, disability, or age. Applicants must have the ability to live and work in the UK unaided. No Agencies.

Does it sound like you can be our newest Tool Rebel?

If so, we would love to hear from you! Please apply by sending a copy of your CV along with a personal introduction video of up to 60seconds max. to marketing@wera-tools.co.uk.