

# Recruitment: Marketing Executive

## Job Description

Papertrail are growing our team! We are hiring a Marketing Executive to support our marketing initiatives and help to grow our business. This role requires you to step out of your comfort zone. As a key member of a small team, you'll be required to have the experience and creativity to assist with all aspects of marketing. In this role, initiative, adaptability and the willingness to learn and are absolutely essential.

We're a company that enables safety-conscious businesses and equipment owners around the world to reduce their paperwork and keep compliant. We're a team united by our shared values of working hard, being accountable and working together as a team.

Papertrail is a team of 12 based in the UK with offices in North Wales and Newcastle. Our customers and partners range from global manufacturers of safety equipment, energy companies, and adventure parks in 45+ countries around the world.

This role at Papertrail will amplify your career. You will have ownership and support to make a big difference and have an impact on our future growth. If you're a person who is driven by creativity and getting noticed, then this role is made for you.

### **You're good at:**

- Collaborating with others to drive growth
- Communicating with fellow team members
- Identifying opportunities for creative tactics
- Sticking to strategy and ensuring return on investment
- Focusing on the numbers - LTV, CAC and conversion rates are your bread and butter!

### **Extra awesome:**

- You love inspiring others with enthusiasm
- You have a never-say-never attitude
- You have experience working at a tech or software company

### **What you'll do**

As our new Marketing Executive, you'll be responsible for:

- Creating and managing ROI-driven paid advertising campaigns across digital and offline channels, delivering effective results, on time and on budget
- The ownership and delivery of the marketing content plan
- Managing our social media channels and growing our audience
- Producing effective communications for prospective and existing customers

- Reporting and analyzing campaign effectiveness and other key marketing metrics
- PageCreating and promoting key sales collateral & tools for our sales team (case studies, solutions briefs etc)
- Producing and owning a clear, effective tactical marketing plan to deliver on marketing/business strategy
- Working with Design and UX to ensure all communications remain on brand.

### **What you'll need**

We're looking for people with the following skills:

- At least 2 years experience in a marketing role. You've got the skills, and now you're ready to put it into action
- Experience managing paid advertising campaigns across PPC, social media and offline channels
- Incredible writing skills. You can clearly articulate the value of our product
- An understanding of how brands are built and maintained
- A head for numbers, able to interpret marketing analytics data and provide context for results
- Attention to detail, excellent organisational skills and time management skills
- An understanding of how marketing can support the SaaS sales process
- Ability to meet deadlines and self-manage your workload
- Excellent communication skills with high energy and a great attitude

### **Great to have:**

It would be brilliant if you also had these extra skills:

- Experience with SEO and landing page optimisation
- PR and editorial experience

### **Why join us?**

Working at Papertrail can accelerate your career and give you the opportunity to work with world-class talent. We're a team that loves what we do and we all thrive on our ability to make an impact. There are many benefits that come with working with us such as:

- Flexible and remote working
- All the tools you need to execute on your job
- The opportunity to travel with work
- See your initiatives and strategies deliver results

The application deadline is 23rd April, and we expect to invite successful applicants for interview on the 29th or 30th April. Send your CV and covering letter to [mail@papertrail.io](mailto:mail@papertrail.io)