

# Marketing Executive

If you are an enthusiastic marketer with a passion for showcasing how marketing can make a difference to a company's success, we would love to hear from you.

Mazuma is a dynamic, innovative, and growing company looking for an ambitious and hard-working individual to join our Marketing team. The right candidate will have an appetite for a scale-up environment and be willing to get involved in a rapidly evolving workforce with big ambitions.

## Key Responsibilities:

- **Brand:** Acting as a brand ambassador ensure all communications, both internal and external, are on brand and use Mazuma brand codes to create a distinctive brand
- **Design:** Using brand guidelines and Mazuma distinctive assets, create engaging artwork for use across for multiple channels.
- **Social:** Build and manage social media campaigns that grow engagement and awareness of Mazuma as a brand.
- **Content Creation:** Develop engaging content for website, sales support and multi-channel campaigns.
- **Digital Marketing:** Working with selected agencies, ensure our digital marketing strategies are optimised for maximum effectiveness across PPC, SEO, Social Media and Email marketing.
- **Event Management:** Research opportunities for the Mazuma brand to exhibit or sponsor events that help us reach our target market. Plan, manage and measure effectiveness of each event.
- **Voice of the Customer:** Understand and elevate the needs of our customers to ensure we are always putting them first.
- **Agency Management:** Working with agencies to ensure brand guidelines are followed and deadlines are met.

## Skills and Qualifications:

- Bachelor's degree or relevant qualification in Marketing.
- Minimum of 2 years' marketing experience.
- Experience working with marketing automation platforms such as Mail Chimp, Pareto, Hubspot etc
- Strong knowledge and experience across digital marketing techniques, including SEO, SEM, and social media advertising - LinkedIn and Facebook Ads, PPC, email marketing, and content creation.
- Excellent communication and interpersonal skills, with the ability to collaborate across teams.
- Creative design experience.

- Experience using digital marketing analytic tools e.g. Google Analytics, Google Webmaster and Google Tag Manager
- An understanding of how short-term performance marketing and long term brand marketing should be balanced to ensure long term success.

### **Rewards and Benefits**

- £25,000 to £30,000 salary per annum (37.5 hours per week)
- Pension contributions
- 23 days holiday a year plus bank holidays
- Flexible modern working practices
- 2 Wellbeing Days
- Employee Share Ownership

### **Why Join Mazuma?**

- Innovation: Be part of a company that values and encourages innovation in its approach to finance and accounting.
- Career Growth: We invest in our team members and provide opportunities for professional development and career advancement.
- Collaborative Culture: Join a collaborative and supportive team that values open communication and teamwork.
- Impact: Your contributions will directly impact the success and growth of our firm.

Mazuma is an equal-opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Job Type: Full-time, Permanent

Schedule: 9.00 am – 5.00 pm

Monday to Friday

Hybrid working from Bridgend, South Wales

If you are interested in this position, please email a copy of your C.V. to [hr@mazumamoney.co.uk](mailto:hr@mazumamoney.co.uk)