



We're **hiring!**

Join our team



Marketing Executive

Role: Marketing Executive

Reporting to: Divisional Director

Location: Hybrid working model. Predominantly remote role however will include travel to PAM Offices for team meetings and client meetings.

Role:

An exciting opportunity has arisen for the position of an enthusiastic marketing executive to our Corporate Health Division of ToHealth. Part of the ToHealth business is a new start up therefore, you will be in a small team and be able to work independently. We are looking for a candidate who is passionate about wellness and driving good health.

To Health currently delivers a range of services and assessments to both the private and public sector and consumers. Those assessments include supporting employee's/clients with disability (neurodiversity) in the workplace and independent students and individuals.

This role will require an efficient and decisive marketing executive who will support ToHealth and grow this new division of PAM. You will contribute to and develop integrated marketing campaigns to promote a product, service or idea.

- ❖ Play a key part in the development and implementation of the marketing strategy
- ❖ Evaluate and review marketing campaigns, advertising and SEO to make sure the correct mediums are being used and campaigns are effective
- ❖ Track marketing performance and return on investment and prepare weekly or monthly reports for management
- ❖ Monitor and report on competitor activity
- ❖ Manage events, presentations, promotional materials and online activities
- ❖ Communicate with target audiences and build and develop customer relationships
- ❖ content writing and proofread marketing copy for both online and print campaigns
- ❖ produce creative content, including videos and blog posts and run social media channels (e.g., Twitter, Facebook and LinkedIn) to enhance audience engagement
- ❖ Develop relationships with key stakeholders, both internal and external.

About You:

- ❖ Degree or Diploma in Marketing or similar subject
- ❖ Confident communicator across all levels
- ❖ Can work autonomously and be a self-starter
- ❖ Experience in Digital Marketing and lead generation
- ❖ Creative with an eye for detail
- ❖ Analytical skills to evaluate marketing campaign
- ❖ Teamwork and the ability to foster good working relationships
- ❖ Understanding & consideration of the requirement for client confidentiality
- ❖ Ability to adhere to & understanding of Key Performance Indicators & Service Level Agreements
- ❖ SEO understanding

Employee Benefits:

- ❖ We pay your auto-enrolment pension contribution of 8%, you can also make enhanced contributions which are matched up to 5%
- ❖ You will have a life insurance scheme valued at 4 x your annual salary

If you're looking for your next career move and are wanting to work with a rewarding company, please get in touch with our Recruitment department for a confidential chat about joining the

PAM Team. Recruitment@pamgroup.co.uk

- ❖ 33 days annual leave including bank holidays
- ❖ Health Cash Plan Scheme, which covers you for things like Opticians, Dental Treatment and even Physio if needed!
- ❖ Flexible Working Hours
- ❖ Access to a 24/7 EAP Counselling line and a 24/7 GP line
- ❖ Amazing discounts on things like food and drink, retail, and days out, all through our rewards scheme.
- ❖ Support with training and development

Our Values:

At PAM we are passionate about people and delivering our Everyday Things That Matter Values and Behaviours to our customers and our colleagues. Our cultural philosophy is based on putting our people first, creating high performing teams who deliver great services for our clients.

We're looking for driven and ambitious professionals to join our team, who are just as passionate about our philosophy and values as we are:

- ❖ Hard Work & Enthusiasm; we believe hard work should be rewarded, we go the extra mile to achieve our goals and support each other and enthusiasm and passion are part of our DNA.
- ❖ Teamwork & Friendship; our colleagues share a sense of belonging; we understand collaborative working means better decisions making and we support each other to achieve common goals.
- ❖ Loyalty & Improvement; we are dedicated to personal and professional development. Our PAM Academy mentors' colleagues and provides support to help you be the best you can through offering a wide range of CPD opportunities.

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