



## Marketing and Social Media Executive, Cirencester

Marketing and Social Media Executive Required to join the UK's most trusted and longest serving security solutions provider. Permanent position, based out of our Cirencester HQ.

Responsible for comprehensive and commercially driven campaigns to assist in the growth within all divisions and sectors.

You will also be supporting the wider Business in social media strategy and the creation of all Marketing materials.

### **Benefits of working for [Lodge Services](#):**

The wellbeing of our colleagues is at the forefront of everything we do. We are proud to offer a recently reviewed benefits package to give a little back including the following:

- A new benefits app with lots of exciting features and cash back incentives
- Access to 24 hour GP support and Counselling services
- Discounts at well-known retail brands, restaurants, Gyms holiday and multiple saving opportunities

### **Job Responsibilities:**

- Manages company social media channels, including Facebook, LinkedIn and other relevant platforms
- Engages in social media presence creation on new and emerging social media platforms
- Creates dynamic written content
- Optimizes content following search engine optimization (SEO) and pay-per-click (PPC)
- Creates content that promotes audience interaction, increases audience presence on company sites, and encourages audience participation
- Assists with large projects, events, and Tenders
- Works as part of a team to develop large social media campaigns
- Analyses and reports audience information and demographics, and success of existing social media projects
- Proposes new ideas and concepts for social media content
- Works with marketing and social media team members to coordinate ad campaigns with social media strategy
- Writes and distributes e-newsletters to subscribers

- Manages social media communications
- Uses timelines and scheduled content to create a consistent stream of new content for audience interaction while analysing, managing, and altering schedules where necessary to optimize visits

**The ideal candidate will :**

- Hold a Marketing or Social Media Marketing Degree (we would consider a graduate)
- Have demonstrable experience in Content Writing, Campaign Execution, SEO and PPC
- Be passionate about Marketing and commercially minded
- Be experienced using Mail Chimp
- Enthusiastic and a 'think outside the box' individual

**Why Lodge:**

Founded in 1919 as a loss prevention specialist, we are committed to providing a blended solution bespoke to each customer, utilising our industry expertise and through our comprehensive and innovative international group solutions.

We are a people first solution provider, that is underpinned with Intelligence, Innovation, Expertise and Technology. Our people are at the centre of our business, with our 'Employer of Choice' charter the basis of our strategy and our success. At Lodge, we offer impressive development and progression opportunities, proud to offer a career – not just a job.

To apply, send CV and covering letter to Ashleigh Godsell, HR and Recruitment Manager [agodsell@lodge-service.com](mailto:agodsell@lodge-service.com)