

## JOB VACANCY NOTICE



### **Marketing Executive – Social Media & Content** **Salary (depending on experience)**

Mono Equipment designs and manufactures a wide range of commercial bakery equipment at its factory in Swansea. The product range includes ovens, depositors, dough processing equipment and fryers. With global distribution, Mono's products are considered market leading in many of its product categories.

We are currently looking for an enthusiastic, savvy social media and content executive to join our marketing team to help grow, manage and implement our social media and content strategy to drive engagement and traffic.

Ideally you will have a Bachelor's degree in marketing, communications or a related field and will use your up-to-date knowledge of the social media landscape, together with your engaging writing skills and creative flair to boost our online presence.

You will be trustworthy, polite and reliable when interacting with community members, customers and other stakeholders.

Duties and responsibilities include:

- Help define, develop and implement our social media strategy
- Produce cross-channel engaging content to drive engagement and traffic
- Write engaging copy to support social and marketing activities
- Create video content to drive social media engagement & web traffic
- Analyse digital data to identify areas of improvement
- Identify opportunities for growing our online presence

Essential Requirements:

- BA in marketing, communications or a related field
- A strong social media portfolio with experience growing and managing accounts
- Previous experience in a social media / content executive roll
- Excellent knowledge of Twitter, LinkedIn, Instagram, Facebook, YouTube etc
- A passion for all things social and a clear understanding of social analytics
- Proficient in the use of Adobe Photoshop, Microsoft Office etc

Nice to Have:

- Knowledge of Hootsuite, Google Analytics
- Knowledge of organic and paid SEO would be an advantage but not essential
- Knowledge of SEM would be an advantage but not essential

Hours of work – 37 hours; Monday – Thursday 8.30am- 4.30pm and Friday 8.30am-3.30pm

**If you feel you have the qualities and experience to excel in this post, please send a covering letter together with your CV to Laura Daniel: [ldaniel@monoequip.com](mailto:ldaniel@monoequip.com)**