

Job title	<b>Marketing Executive</b>	Reporting to	Marketing Manager
Department	Marketing	Company	Rappa Fencing Ltd
Salary		Location	Stockbridge, Hampshire

## Introduction

With more than 40 years of experience, Rappa is a leading agricultural manufacturing business specialising in livestock management. Rappa provides innovative solutions with its range of mobile yards and electric fences, offering farmers cost-effective, portable, British-designed products.

## Job overview

The Marketing Executive will support the Marketing Manager in delivering effective and engaging marketing activity across digital and offline channels. This is a hands-on role suited to a creative and organised individual who enjoys working across multiple marketing disciplines, including digital content, email marketing, website management, and marketing collateral.

## Key Responsibilities

### Marketing & Digital Activity

- Build, schedule, and manage email marketing campaigns and automated email journeys to support customer engagement and lead nurturing.
- Upload and manage social media content – photo and video - across relevant platforms, ensuring consistent brand messaging and keeping the schedule up to date.
- Support the creation of digital content and imagery for use across email, social media, and the website.
- Update and maintain the company website with new products, promotions, and content.
- Manage and maintain the marketing database to ensure accuracy and compliance.

### Content, Literature & Brand Assets

- Manage all marketing literature, brochures, and product labels, ensuring materials are up to date and aligned with brand guidelines.
  - Coordinate the ordering, storage, and distribution of branded merchandise and promotional items.
- Source quotations, liaise with external suppliers, and process orders for marketing materials and merchandise.

### Events & Campaign Support

- Plan and coordinate all aspects of Rappa's attendance at trade events, including administration, logistics and materials.
- Provide administrative support for marketing projects and campaign delivery.
- Attending events as required.

### General Duties

- Be the first point of contact for marketing enquiries.
- Deputise for the Marketing Manager as and when required.
- Demonstrate flexibility by supporting other areas of the business as needed.

## Experience

- Proven experience in a marketing, digital marketing, or content creator role.

- Confident in creating digital content for social media and other marketing, including photo and video editing.
- Ability to manage social media channels for a business, including scheduling content and maintaining consistent brand messaging.
- Familiarity with scheduling and managing email marketing campaigns and automated email journeys.
- Knowledge of how to update and maintaining website content, including uploading products, promotions, and new information.
- Experience supporting or organising trade events, exhibitions, or industry events.

#### Essential skills

- Strong digital marketing skills, particularly social media management.
- Excellent organisation and time management, with the ability to manage multiple tasks and deadlines.
- Strong attention to detail, especially when updating websites and producing marketing materials.
- Good written communication skills for creating and editing marketing content.
- Confident working with digital software: Canva, Adobe suite, Email automation platforms eg. Mailchimp or equivalent, CRM systems.
- Strong communication skills, including liaising with suppliers and internal teams.

#### Job info

- Maternity cover, full-time.
- Office based. Based in Stockbridge, Hampshire.
- Monday to Friday; 9am - 5pm.
- 25 days holiday.
- Company pension.
- Birthday holiday.
- Must be comfortable around dogs.
- Need own car due to lack of public transport.
- Free onsite parking.
- Death in service.