

## Marketing Executive – Omega Plastics Group

### Who we are and what we do:

The Omega Plastics Group is a plastic injection moulding and tooling business. It was created in 2015 by bringing together two existing businesses – Omega Plastics and Signal Plastics.

We provide a full turn-key solution of low to high volume tooling and plastic injection moulding services, operating across 4 main sectors: Automotive, Medical, Industrial and Technical Products, and Consumer Products.

We have a reputation for technical expertise and delivering solutions to challenging problems or in short timeframes. This means we assist customers from product conception through the development cycle and into serial production.

We are a growing business with a workforce of over 160 colleagues and we continue to invest in our people, infrastructure and facilities. Omega Plastics has a 45,000 sq. ft facility on Team Valley Trading Estate in Gateshead, which is also our Group head office, and Signal Plastics operates from a 43,500 sq. ft facility on Bentall Business Park in Washington.

Our people are key to the success of the business. We offer a competitive salary and benefits package and invest in the training and development our colleagues. We believe this ensures they are engaged and motivated to drive the Group forward.

You can find out more about us at <http://www.omegaplasticsgroup.co.uk/>

### The vacancy

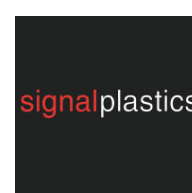
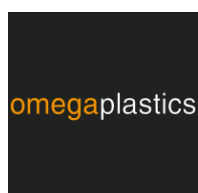
We are recruiting a **Marketing Executive** to join our Commercial team, reporting to our Group Commercial Director. This role will suit someone looking to develop their marketing career and take responsibility for delivering the marketing strategy for a dynamic and growing manufacturing and engineering business. It is a fantastic opportunity for someone with the right skills, experience and enthusiasm to join our team.

The successful candidate will work with our Business Development Manager and the wider Commercial team in co-ordinating our marketing activities, PR and champion our brand identity. Full details are set out below.

It is a permanent, full-time role based mainly at our head office on Team Valley but may also visit Signal Plastics in Washington and attend trade and networking events.

The role comes with a salary of **between £25,000 and £30,000** (depending on qualifications, skills and experience), 25 days annual leave (plus statutory holidays) and other benefits.

**To apply for this role, please send a covering letter setting out why you are suitable for this role together with a CV setting out qualifications and experience to [careers@omega-plastics.co.uk](mailto:careers@omega-plastics.co.uk) by 5pm on Friday, 14 January 2022.**



## Role Description

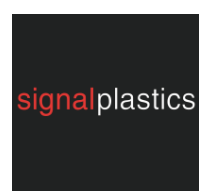
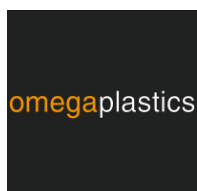
### Main duties and responsibilities will include:

- Maintain and improve our website; writing content that reflects our current business language and culture, keeping it updated with news articles and people/capability updates.
- Monitor and drive SEO improvements to deliver the right enquiries from prospective customers
- Maintain and develop social media presence, writing regular posts and targeting activities to support management of current customer message and sales to new customers
- Establish PR channels with regular release of news and company information to ensure market presence
- Liaise with external suppliers on website development/maintenance and PR/social media presence, taking an optimised and strategic approach
- Champion our brand across the Group, ensuring consistent use on publications, literature, and external messaging. Maximise the customer journey for visitors to our sites to showcase our services and capabilities
- Organise group attendance at events, being responsible for producing marketing materials, exhibition stands, and co-ordinating the right colleagues to attend.
- Lead networking/campaigns where strategic targets are agreed
- Co-ordinate our membership of trade associations and networks
- Research, analyse and report on customer, competitor and sector intelligence and opportunities
- Support business winning and commercial activities, with presentations, customer proposals, data, etc.
- Champion the most effective use of our CRM system, managing data in the system to ensure accuracy, working with our software providers to understand capabilities and develop/improve how we can use the CRM to support our sales and marketing activities.
- Work with our Business Development Manager to efficiently manage marketing and sales leads into the tender/quotation process
- Contribute to team meetings and report on KPIs relevant to areas of responsibility

### The ideal candidate

We are looking for someone with the right experience, skills and attitude to join our team. These include:

- Educated to degree level in a relevant subject, preferably with a relevant professional marketing qualification
- Previous recent experience in a marketing role, including experience of some or all of the duties of this role
- Experience in a manufacturing business advantageous but not essential
- Energetic self-starter, who can quickly learn what we do, how we work and how to maximise our marketing potential
- An innovative and creative approach – bring new ideas
- Proven ability to write copy for news/PR releases, website content and social media posts



- An eye for detail – excellent grammar and proof-reading skills
- Analytical skills to evaluate the success of marketing activities and continuously improve
- Pro-active with the ability to drive projects forward to achieve targets and manage different responsibilities
- Commitment to delivery of an excellent customer journey
- An understanding of commercial context and desire to support the strategic goals of the business
- Ability to work independently and as part of a wider team, building relationships across all levels of the business and with external contacts
- Willingness to “get stuck in” and take on a variety of tasks
- Research, analysis and report-writing skills
- Advanced IT and MS Office skills
- Excellent communication and presentation skills
- Time management and organisation skills

