



Job Title:	Marketing Executive
Location:	Stockport/North-West
Duration:	One year fixed term contract
Hours:	Part time, 0.6 FTE, flexible working
Salary:	£26 000 - £30 000 FTE subject to experience
Starting:	Monday 20th May 2024
Reports To:	Marketing Manager/Associate Director - Operations

About GGS

We help clients understand the world beneath their feet. What happens when new houses are built, railway lines are constructed, and developed land is made fit for human use. We do this through continuous ground gas monitoring, a technique we have developed and pioneered from its infancy.

Our small, dedicated, and happy team collects, analyses and interprets data so our clients can make informed decisions. Each of us takes great pride in helping our clients achieve their goals. Our reputation is built upon technical excellence, industry leading research and development, and steadfast customer service. We deliver professional, expert and bespoke services to the infrastructure, contaminated land, and construction sectors, and our promise to clients integrity, quality and trust.

The role

We are looking for an experienced Marketing Executive to cover maternity leave for a one year fixed term contract. The role is dedicated to facilitating and delivering all aspects of the GGS marketing plan and aligned strategies, including website management, social media, communications, and webinars.

The successful applicant will be a self-sufficient and self-motivated professional with a thorough understanding of B2B marketing. With the ability to assimilate and represent the GGS brand, you will work closely with team members at all levels to create and distribute regular and varied content that showcases the organisation's key messages and services. The ability to write and edit copy for digital publications, film and edit videos, and host regular webinars is essential.

As marketing expert for a team of busy environmental professionals, you will have a strong commitment to your responsibilities and a keen sense of leadership. Strong and intuitive verbal communication is a must, as is the confidence to clearly demonstrate the value of applied marketing strategies. You will have the ability to deliver tasks within short time-frames with limited supervision, and be a confident problem solver.



Essential skills, knowledge and experience

- Experience of creating and monitoring successful marketing campaigns
- Understanding of B2B marketing and client relations
- Ability to manage and deliver marketing plans and strategies
- Experience in reporting on marketing activity performance
- Proficiency in WordPress, including uploading content, editing web pages, and SEO
- Professional and adaptable TOV
- Ease with social media, including creating posts and interactions
- Excellent written skills (content writing, communications)
- Ability to create a variety of content, including written and video
- Experience of creating, promoting and facilitating webinars via Zoom
- Ability to work autonomously and be self-motivated
- Ability to prioritise and manage workload to meet deadlines
- Confidence when achieving buy-in from a very busy team
- Excellent interpersonal skills with an appreciation for the workload of others

Desirable skills

- Design skills
- Experience of working in a similar industry (construction, engineering, environmental)
- Experience of working for an SME

Salary band

£26 000 - £30 000 + benefits

Additional Benefits

- Flexible working (with up to two hours for lunch)
- 30 min paid lunch break
- Ability to work from home
- Death in service benefit (twice annual salary)
- Above average annual leave entitlements
- Additional 'Flexi-days' leave
- Discretionary bonus scheme
- Working away from home bonus
- GGS skills framework and salary bands
- Payment of professional subscriptions
- Cycle to work scheme
- Annual CPIH inflation pay rise

To apply, please send your CV and covering letter to:

Emma Bates, Marketing Manager for GGS – emma.bates@ggs-uk.com