



JCB Finance Ltd is a specialist asset finance company with portfolio balances exceeding £1billion

Honest, Enthusiastic & Hardworking

We have an exciting vacancy for a full-time **Marketing Associate**, reporting to the Marketing Director. We're currently trialling hybrid working – two home and three office-based days per week. Our office is in Rocester, Staffordshire (opposite JCB's World HQ). A driving licence is essential for some duties (pool car available).

Qualifications

- Minimum of 12 months experience in a marketing role, including online and digital marketing experience.
- The role will suit a recent graduate in Marketing, Digital Marketing, and/or is CIM qualified.
- Minimum 5 GCSEs (or equivalent) including Maths & English grade C/4 or two A levels grade A-C in related subjects.

Experience

- Microsoft Excel, Word, and PowerPoint.
- Google Analytics, Twitter, e-mail campaign platforms such as Campaign Master, DotMailer.
- Search Engine Optimization and working on live websites.
- Using Adobe Photoshop or similar software.
- A general interest in developing in the areas of SEO and digital marketing.

KRAs include

- Assisting in the production of direct mail, email marketing and social media content in line with the Marketing Plan.
- Produce routine surveys for customer feedback, evaluating performance of our products and processes to ensure we always meet customer and stakeholder expectations.
- Maintain and update JCB Finance's website, monitor competitive e-marketing activity and make recommendations.
- Provide admin support to the Marketing Department, co-ordinating visits, meetings and events as required.

Person Specification

- Team worker, self-motivated, ability to work to deadlines and under pressure.
- Accurate, attention to detail, organised.
- Creative thinker, able to articulate ideas clearly
- Ability to identify and resolve problems

Pay & Benefits

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| • Competitive salary. | • Pension scheme (employer contribution - 15%) |
| • Permanent contract. | • Subsidised private healthcare scheme |
| • Discretionary bonus scheme | • Employee loan schemes |
| • 37.50 hours per week, 5 days – Mondays to Fridays. | • Subsidised dental care and gym facilities |
| • 25 days holiday per annum plus Bank Holidays (and up to 5 service days after eligibility) | • Free parking |

To apply please visit www.jcb-finance.co.uk/careers to download our application form and/or your CV - please use our secure on-line portal.

Employment is subject to satisfactory pre-employment checks including references, Credit Reference Agency and Basic Disclosure check (DBS) and qualifications. JCB Finance Ltd is authorised and regulated by the Financial Conduct Authority (Firm reference number: 708332)

HR/recruitment Marketing 0522