

# Houghton International

## Electro mechanical innovation

## Recruitment Pack



### Marketing Executive

Salary: £25,000-£30,000 PA

Reports to: Marketing Manager

Contract Type: Permanent

Department: Central Services - Marketing

## About Houghton International:

Houghton International improves the performance of electro mechanical assets around the world. We use our technical expertise to work with customers to solve their problems offering a high-quality repair and maintenance service for motors, generators, pumps and all electrical rotating equipment.

Within the business we have hundreds of years of knowledge and experience across a range of sectors including rail, industrial and power generation. We are innovative, flexible and responsive to customer needs, continually exceeding industry standards and customer expectations. As the world continues to electrify and the demand for power rises, our products and services will become even more valuable.

We recognise that people are our most important asset. We have a highly skilled team that successfully combines youth with experience, and we invest in our people to be 'the best in the world at what we do'.

We employ for attitude and train for skill and our industry-leading training programme is award-winning. We aim to be the employer of choice for talented people across the North East and beyond, providing opportunities to develop and supporting our employees to achieve their goals. In return we expect commitment, a total focus on our customers' needs, flexibility to meet deadlines and dedication to our quality process.

## OUR MISSION, VALUES AND PRINCIPLES

### OUR MISSION

To be the best in the world at what we do

### OUR CORE VALUES

	We protect and develop our people to be the best		We work as one team to deliver an exceptional customer experience		We are open, honest and always act with integrity		Innovation drives our business
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### OUR PRINCIPLES

	<ul style="list-style-type: none"><li>Maintain a healthy and safe working environment</li><li>Invest in the development of our people</li><li>Share success with the team</li><li>Hire for attitude; train for skill</li><li>Treat everyone with fairness and consistency</li></ul>	<ul style="list-style-type: none"><li>Quality is everyone's responsibility</li><li>Always understand what the customer wants; internal customer included</li><li>We respect our colleagues and our working environment</li><li>24/7 complete flexibility: we are always there when we are needed</li></ul>	<ul style="list-style-type: none"><li>Admit when you are wrong and learn from it</li><li>Focus on what is right; not who is right</li><li>Communicate with customers, suppliers and colleagues on a timely basis</li><li>We make profit ethically and with integrity</li><li>Set transparent performance metrics</li></ul>	<ul style="list-style-type: none"><li>Commit to continuous improvement</li><li>Question the status quo – always ask why</li><li>Encourage creativity</li><li>Strive for perfection</li><li>We can solve any problem</li></ul>
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**everyone matters**

## **Are You:**

- A results-driven and proactive marketer?
- An excellent communicator with the ability to tailor your approach for a range of audiences?
- Flexible, innovative and creative with the ability to understand our key competencies and translate them into targeted, engaging marketing communications?
- Interested in joining a dynamic team at a critical juncture of its growth journey?

## **Would you like to be part of a team that:**

- Is striving to be the best in the world at what we do
- Is driving business growth and development
- Expanding into new sectors and markets globally
- Increasing market share year on year
- Develops innovative solutions and market leading products
- Exports to over 30 countries world wide
- Has an industry leading, award winning, training and development programme
- Supports companies such as Rolls Royce, Siemens and ABB to develop cutting edge power generation technology
- Is highly skilled and customer-focused with innovation at its core
- Invests in apprentices and training across the business to support business growth and personal development.

If so, then read on to find out more about the marketing executive role and how it supports our strategic business objectives.

## **Job purpose:**

In order to support business growth plans we have an opportunity for a hands-on marketing executive to join our growing team. The successful candidate will work as part of the marketing team to develop and deliver an effective B2B marketing strategy that supports business development and growth objectives across a range of target sectors regionally, nationally and internationally.

The ideal candidate will already have some marketing experience, preferably in a B2B or technical environment, and be looking to develop their skills, knowledge and career in a fast paced, growth orientated business. As part of a small team this is a great opportunity to be involved in varied projects, working across the marketing mix whilst developing a broad range of skills. The ideal candidate is hands-on, proactive and confident in taking ownership of their workload, as well as identifying new opportunities and tactics to continually improve and innovate.

The marketing executive role includes scope for progression and development of people management skills and experience.

## **Marketing Executive duties and responsibilities:**

### **Key responsibilities include:**

- Assist in the development of marketing strategy across a range of sectors, liaising with the board of directors, senior management team and sales team to inform strategic decision making
- Plan and deliver targeted marketing campaigns in line with the marketing strategy
- Develop the company website and online presence to generate leads and aid conversion
- Create promotional materials including adverts, brochures, marketing copy and other content both on and offline to engage with niche target audiences
- Work with the marketing manager and sales team to organise events and trade shows – regionally, nationally and internationally
- Carry out market research into target markets and regions to inform business strategy and marketing planning
- Develop SEO and PPC strategy to increase visibility for key services and sectors
- Analyse KPIs and campaign data to inform future strategic and tactical execution

This is a varied role that requires a motivated and proactive individual who can balance priorities whilst striving for continuous improvement.

### **Typical qualities of the successful candidate will include:**

	Essential	Desirable
<b>Qualification:</b> <ul style="list-style-type: none"><li>• Degree educated in a relevant field or other relevant marketing qualification</li></ul>	✓	
<b>Key skills/knowledge:</b> <ul style="list-style-type: none"><li>• Marketing experience – 2+ years</li><li>• Experience of B2B marketing</li><li>• Proven track record of creating and disseminating content</li><li>• Experience of online marketing, content management systems and Google Analytics</li><li>• Experience of producing marketing content using tools such as Canva, Photoshop or InDesign</li><li>• Knowledge of SEO and PPC</li></ul>	✓ ✓ ✓ ✓ ✓	✓  ✓  ✓  ✓
<b>Competencies/behaviours:</b> <ul style="list-style-type: none"><li>• Proactive and hands-on</li><li>• Strategic thinker</li><li>• Excellent communication skills, both written and verbal</li><li>• Excellent attention to detail</li><li>• Confident in taking ownership of responsibilities, with good organisational skills and the ability to prioritise workloads</li></ul>	✓ ✓ ✓ ✓ ✓	

## **Working Pattern Conditions:**

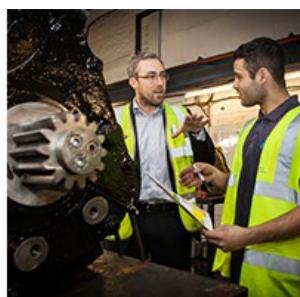
Based at our head office in Newcastle upon Tyne. Standard working hours 8am to 4.30pm Monday to Friday and 8am to 3.30pm on a Friday. Salary depending on experience, with opportunity for progression. Some national and international travel may be required throughout the year.

## **Working at Houghton International**

At Houghton International 'everyone matters' and in return for our employees' commitment and hard work everyone enjoys a range of benefits additional to their salary so that everyone can continue to share in the company's continuing growth and ongoing success.

As a Houghton International employee, you benefit from:

- Contributory pension scheme – above standard minimum
- Income protection insurance – to supplement SSP should you be unable to work
- Death in service insurance – 2 x annual salary to a beneficiary of your choice
- Training and personal development programme – Individual PDP plans
- Holiday buy/sell – option to buy or sell up to 5 days holiday for added flexibility
- Staff recognition and engagement – discretionary bonus and quarterly awards
- Health Assessments – ongoing surveillance to improve wellbeing
- Social events – opportunities to celebrate success as a team



Houghton International is a growing business that operates across a diverse range of sectors. Our employees have a wide range of skills including engineering, manufacturing, fitting, winding, operations support, administration, and sales to support our customers and meet their delivery requirements.

Innovation is at the heart of our business and we have a genuine problem-solving approach to all aspects of delivery, working flexibly with customers to improve the performance of their machines and coming up with solutions to their issues.

Working alongside our skilled and experienced teams, some of whom have worked here for over 30 years, we offer valuable training and real progression opportunities combined with a varied and engaging workload in a safe and friendly environment.

Apply now to be part of an innovative and growing SME that values its employees and reinvests in the business to secure its long term future, sharing its success as it grows.

Forward your CV to [careers@houghton-international.com](mailto:careers@houghton-international.com) and tell us why you would like to be considered for this role.