



If you are interested in joining an exciting company within one of Europe's largest industries then a career with SF Engineering may be right for you. As one of Ireland's leading manufacturers of customised products and solutions for the food industry, a career at SF may be beyond what you would expect. At SF we realise that our employees are one of the keys to our success. We look for individuals who share our passion to succeed.

### **Marketing Executive**

We are currently looking for an experienced marketing executive who wants to join a dynamic team within a fast-paced environment, where you will generate strategies to grow market share and SF's brand reputation, help drive growth and improve the customer experience overall.

#### **Responsibilities**

- Continuous market research and analysis for specific understanding on prospect targeting & market insight, evaluation of trends, SF brand awareness, customer satisfaction surveys and competitor activity.
- Manage the implementation of all promotional campaigns across multiple marketing channels including digital, print and events.
- Develop project plans around all activities to include timelines, enable tracking and analysis and reporting in order to deliver on the targeted marketing campaigns.
- Manage all internal and external targeted marketing communications. This will include writing and proofing relevant collateral, social posts and blogs along with development of assets such as an internal library, website, videos and case studies, by working with our internal team and/or external suppliers as required.
- Collaborate proactively in order to build strong relationships with key stakeholders within the business including all third-party business partners and external agencies.

#### **THE PERSON**

- Self-starter with the ability to use own initiative under minimal supervision along with the ability to work as part of a team
- Excellent interpersonal and communication skills
- Ability to work closely with sales management team to ensure a synergy of activity exists across the entire organisation

#### **SKILLS/REQUIREMENTS**

- A Marketing Qualification
- Previous experience in a marketing executive role essential
- Creativity and writing skills
- Excellent communication skills & networking ability essential
- Excellent Microsoft Office Skills and numerical skills essential
- Previous experience with CRM systems desirable
- Strong organizational and time management skills