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Marketing Assistant

The Role:

Support our Marketing Manager with the day to day marketing activities of our business and long term strategic goals. Also work closely with our Internal and External Sales Team assisting with marketing tasks and objectives that enable us to win work and take market share. **Adobe Suite experience (Indesign, Photoshop and Illustrator) is essential.**

Key Responsibilities:

Marketing & PR

- Production of a range of marketing materials including product literature, catalogues and brochures to increase brand awareness, create product differentiation and generate leads for the sales team.
- Assist in the execution of all B2B email marketing campaigns i.e. product campaigns, newsletters, events etc. **Basic knowledge of HTML is essential.**
- Ensure content on the website is always up-to-date including high quality images, keyword specific copy and downloads.
- Assist the Marketing Manager with all Social Media activity for multiple social platforms to develop networks and reach with the online communities.
- Assist in production of adverts for online and offline titles.
- Assist with promotion of events and exhibitions arranging bespoke material, promotional gifts as required.
- Assist with market research including monitoring competitor activity.
- Production of internal communications to engage and educate colleagues such as posters, training documents and presentations.
- Provide customer support through organising customer facing literature, presentations and bespoke product literature.
- Support in producing PQQ/tender documents and customer satisfaction questionnaires.
- Maintains and champions the use of the CRM database. Working with the CRM system and Excel to create marketing campaigns and distributing generated leads for follow up.
- Coordinating collateral for new products and uploading to the Company website as required.
- Ensure that brand management and corporate identity guidelines are implemented and adhered to on all marketing material. Report back to our Marketing Manager any non-compliance.

Key relationships:

- Marketing Manager
- Business Unit Manager
- Business Development Manager
- External and Internal Sales Team
- Key Clients
- Key Suppliers

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Person Specification:

The successful candidate will meet all of the following criteria:

Essential Skills and Experience

- Mac literate and fluent in InDesign, Photoshop, Illustrator, Dreamweaver and Microsoft Office software packages
- Knowledge of HTML for email marketing
- Some marketing experience
- A rounded understanding of all marketing communication tools
- Ideas driven individual with team working attributes
- Self-motivated with a flexible, can-do attitude
- Excellent communication and writing skills with a focus on accuracy and attention to detail
- Excellent organisational skills
- Confidence to share and implement new ideas
- Ability to work pro-actively and reactively
- Knowledge and experience with key social platforms
- Commercial awareness
- The successful candidate will be knowledgeable, creative and driven. You will bring software skills, ideas, marketing insight and attention to detail to a department that demands a high standard of work.

Benefits:

As well as offering a competitive salary, remuneration for this role includes flexible benefits, which provides a range of guaranteed benefits including but not limited to:

- 5% Company pension contribution
- Life Assurance at 2 x notional salary
- Single persons private medical cover
- Permanent Health Cover

About Barhale:

Barhale is one of the largest privately owned infrastructure specialists in the UK and was originally formed in 1980 as a specialist tunnelling contractor diversifying over the years into various civil engineering areas. Barhale works UK-wide across the water, transport, energy and developer services sectors providing design, construction and maintenance services under long-term contracts, with blue-chip public, regulated and private clients. The company employs over 600 people in the UK, has an annual turnover of £120m and a distinctive set of values that are fundamental to our approach to business sustainability.

Our business activity is carried out for the following principal sectors:

Water: Civil Engineering, Tunnelling, Pipelines and Utilities

Transport: Rail, Aviation, Waterways, Highways and Bridges

Energy: Power Generation, Power Transmission and Distribution, Waste

Developer Services: Civil Engineering across private sector developers UK wide

Specialist Businesses: Tunnelling, Mechanical and Electrical and Barhale Construction Services (BCS Group)

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How to apply:

Please send your current CV and covering email outlining your suitability for the role and quoting the reference number to careers@barhale.co.uk.

We are an equal opportunities employer. We are determined that no job applicant or employee receives less favourable treatment on the grounds of sex, pregnancy or maternity, gender re-assignment, sexual orientation, religion or belief, marriage or civil partnership, age, race or disability. All information will remain confidential to Barhale and will be handled in accordance with the requirements of the Data Protection Act.