



Marketing & Communications Executive

Job description



Do the right thing



Be the difference



Love our customers



Never settle



Look forward

Role Profile

Job Title

Marketing & Communications Executive

Division

Sales & Marketing

Reporting to

Marketing Manager

Location

Head Office Scarborough

The role

Why you're our kind of person

We're not looking for people who sit down and say, 'that'll do', we're driven by doing the right thing for our customers. We operate in an agile fast paced environment, and we are always looking forward, improving, never settling and wanting to be the difference for our customers. It's an exciting time to join the energy industry as we seek to reduce our reliance on fossil fuels and our ambitions present a tremendous opportunity. We work hard to deliver, and there's a lot to do, but the ability to make an impact in our business is significant. So, if that resonates with you and you want to love our customers as we do then come join a team of like-minded people

What good looks like

- Seamless: You'll provide high quality solutions to our customers
- Specialist: You'll be skilled in your area, be an expert in a number of Dale processes and be commercially smart.
- Collaborative: You'll advise your colleagues and input into other work, and also be able to work independently to get the job done.

What you'll do

- Reporting directly to the Marketing Manager the role will be to support in the production of visual content, and marketing activity across the organisation to ensure the best possible results by maximising sales opportunities and strengthening the brand.
- Being involved in the development of the website from content through to optimisation strategy.
- Design and creation of marketing materials (brochures, other printed materials) marketing campaigns and internal communications in line with business requirements.
- Channels will include social media, digital marketing, website, printed collateral, traditional marketing campaigns, and events.
- You will be required to analyse data and report on your activities in an engaging format for various internal stakeholders, e.g. promotion metrics, sales, open rates, etc.

- Optimise content across the website to ensure they are updated regularly. Content will be produced in line with the SEO strategy.
- To provide administrative support to the marketing team.

What's important to us

Person Specification

This role will support the day-to-day marketing activities for Dale Power Solutions. It will focus on building awareness and interest in both new and existing key markets.

The main responsibility is to support the marketing strategy which will see a number of exciting challenges over the next 12 months.

In a nutshell, we are looking for someone who can:

- Understand the core function of marketing
- Take the lead in running internal and external communications
- Can work on design, either by themselves using the Adobe Suite/Canva and/or working with external agencies.
- Manage the Dale Power Solutions online profile
- Able to carry out marketing administration effectively
- Help run several events and exhibitions throughout the year

Qualifications

Have a bachelor's degree in a related subject (Marketing, Digital and Design) or equivalent.

Experience

- Experience with the Standby Power Industry or similar industries such as switchgear would be advantageous.
- Being proactive, self-starter and ideally experience in the product marketing
- A proven track record of using marketing activity to support and develop brand and direct response campaigns
- Experience of web-based social platforms, and using a Content Management System (CMS)
- Knowledge on how to create new databases, and maintain existing databases
- Able to demonstrate planning, and the ability to meet deadlines under time pressure.
- Have the ability to multi-task and manage several complex projects.
- Experience of designing digital, and printed collateral.
- Experience of developing content for social media and managing social communities.
- Understanding of digital marketing and SEO techniques and how they can be used to drive traffic, conversion and engagement.
- Accuracy and attention to detail.
- Communication skills (verbal and written)
- IT literate (including Microsoft Office and Adobe programmes, e.g. Photoshop)
- Creative thinking.

Additional information

Building careers

We want all our colleagues to grow and build careers with Dale. We invest in our people for the future.

Many of our team members have been with us for over 30 years and some of our management team began their careers as apprentices. As we have grown so too have they and that knowledge is passed down as our team develops and evolves.

No two days are the same and variety is a key part of life for our team at Dale. There's always an opportunity to learn new skills and progress your career. We want to be a great place to work that is diverse and inclusive which is why we focus on supporting people and their development.

Teamwork is where it starts

As a solutions business, teamwork is our bedrock. From our design and project management teams to the engineering team and customer service, all our teams work together to not only deliver the best customer experience possible but to support their colleagues both day-to-day and with their long-term career aspirations.

Our values



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Look forward

Our values are the guiding principles that define how we do things here at Dale. We look for colleagues to share these values when joining the team.

Do the right thing

It's what we do when no one else is looking that defines us. For us, doing the right thing means being accountable for our actions and giving the highest level of attention, respect and consideration to everyone, all of the time.

We want Dale Power to be good to work both with and for. By always doing what's best for our customers, our colleagues and our company, we will build

even greater trust and confidence in our brand. And it'll make us even better people to do business with. This also means being commercial – we won't over engineer and will strive to deliver the right solutions for the right price

Be the difference

The knowledge, skill and experience our people have make us unique. And we believe that every individual has within them the ability to lead by example, inspire those around them and be the difference between ordinary and excellent.

Whilst we are a collective of exceptional talents, we believe that our potential is greater than the sum of our individual skills. By taking responsibility the quality of our own work and pride in what we deliver as a team, we build not just better products, but a better business. For all of us.

Love our customers

We recognise that our customers trust their hard-earned budgets in our ability to help protect their business. In return, it's our duty to repay this trust by making their needs our priority. That's why every decision we make - and every outcome we measure - must be grounded in how well we serve our customers.

Keeping customers happy is the key to our success now and in the future - so we must show them how much they matter to us. Put simply: if we love our customers as much as we can, they will love us back.

Never settle

We're driven by trying to find solutions to what's in front of us. We are passionate and courageous in our decision making and restless in our pursuit of solving our customers problems. That means setting high standards, being sticklers for quality – and never settling for 'good enough'.

If you need inspiration to go above and beyond, look around you. We work with brilliant people who do exceptional things every day. And that, in itself, is an excellent thing.

Look forward

We've been around for a long time. We've seen and learned so much, and our experiences give us a unique pedigree. Our rich heritage gives us stability. But the future brings us new opportunities.

As the world strives towards net zero and organisations seek to secure their energy supplies, the curiosity that comes from always asking 'what's possible' means we are well placed to support our customers as they seek partners to help in managing their changing energy needs.

And that's a challenge we look forward to.