

Role Title: Email & Content Executive

Responsible for: Email & Content

Salary: Competitive

Hours: 42.5 per week, Monday to Friday

The Role

We are looking to recruit an experienced Email & Content Executive to meet our ambitious growth plans. This person will develop the content strategy and email channel executing campaigns, measuring business success and writing compelling content to engage our customer base. You will be measured on Increasing sales, cross-sales, upsells and maximising the lifetime value of our customers to achieve scalable growth opportunities.

Genpower is the exclusive distributor of Hyundai Power Products for the UK & Ireland. Our product range includes a variety of power equipment such as generators, pressure washers, compressors and a full garden machinery range. We are also developing our own brands such as P1 Power Equipment and Evopower generators, powered by Cummins.

Our vision is to continue along this growth trajectory by increased brand awareness across multiple sales channels, continually expanding and improving the product range, whilst continuing to provide exceptional customer service and aftersales support for an affordable yet reliable product.

Our culture is fast-paced and ambitious – this is a fundamental part of the DNA which supports our incredible growth. As the Email & Content Executive, the successful candidate will manage our promotion and content calendar across all marketing channels such as search marketing, products, affiliate and email.

This role will see you lead, develop and implement content and email strategies that contribute to the growth of Hyundai and our associated brands. Driven by data you will test, learn and refine all marketing elements to optimise and exceed KPIs.

Main Responsibilities

- Manage a content calendar across all key channels, SEO, Social Media, Email Marketing, Affiliate Marketing and Website.
- Assist with writing compelling product listings and copywriting.
- Work closely with the creative team to conceptualise new messaging ideas to help drive our brands forward.
- Manage our Marketing Automation platform with customer email, upsell, cross-sell and remarketing strategies measuring and managing metrics for success.
- Work closely with the design team to design and create responsive bespoke emails from scratch for our customer base.
- Own and update our blog with the latest product news, new lines, industry trends, help guides and video content.
- Track engagement rates and generate reports for email campaigns.
- Work with the digital team to keep our social media channels current, relevant and up to date with our product range, brand and company news.
- Experience using Marketing automation software aimed at a B2B E-commerce audience.
- The ability to suggest edits to copywriting and optimising content for Search Engine Optimisation (SEO).
- Use the “brand tone of voice” to increase brand awareness.

- To create a wide range of content and ensure all content is in line with the brand's tone of voice.
- Maintain an up to date knowledge of our products, competitors and industry trends.

Job-specific skills

- At least 2 years' of experience using a Marketing Automation platform.
- Email layouts, effectively utilising tables.
- Experience of editing content using a CMS system namely Magento 2 and WordPress.
- Strong skills in project management, prioritisation and managing multiple projects at once.
- Ability to work under pressure and to strict deadlines.
- Excellent communication skills both written and oral.
- Strong editing and proof-reading skills.

What is in it for you?

In return you will receive a competitive salary and optional benefits including:

- Perkbox
- Private AXA health cover.
- Increased holiday allowance with service.
- Employer contribution pension scheme.
- Working pattern – Monday to Friday, 8am to 5pm.

Genpower provides huge scope for career progression due to our continued growth and success of our team.

If this is a role you could make a difference in then please apply with CV and Cover Letter outlining your suitability.