

Polypipe Civils & Green Urbanisation

Marketing Apprentice, Loughborough / Horncastle

Based at our Loughborough or Horncastle offices reporting to the Marketing Manager, we are looking to recruit a Marketing Apprentice.

The Marketing Apprentice's primary focus will be to support the Department's plans and campaigns to be delivered successfully, achieving targeted outcomes on time and within budget.

The Marketing Apprentice will work closely with members of the department to liaise with key stakeholders within the Civils & Green Urbanisation business and across the Genuit Group to source all appropriate information, resources, and support to make sure each project gets the detailed attention it needs to be successful. Where necessary, this will include supporting on briefing and organising external agencies on executing specific activities. Other key responsibilities include;

- Work with Marketing Team to coordinate day-to-day activities that lead to the successful completion of projects and tasks.
- Support in creative-thinking sessions with ideas for marketing campaigns and new product launches
- Conduct research and analyse data to identify and define target audiences and key messaging
- Keep track of the forward features calendar and assist with the development and delivery of traditional media activities such as PR, advertising, brochures and direct mail
- Research and identify key industry dates and trends to support with the development and delivery of digital media activities such as video, photography, social media content and email marketing as well as updating the website
- Supporting on and attending internal and external events
- Support the department to review marketing campaign activity including gathering website statistics and social media statistics



- Support the department to design and develop presentations for both internal and external audiences
- Copywriting and proofreading
- Monitor stock levels of marketing collateral, materials and merchandise and support with the ordering and distribution process
- Maintain and update customer and press databases
- Support the execution of internal employee and external market research.
- Maintain the various image and data sheet libraries
- Support the administrative responsibilities of marketing by completing the marketing job log, maintaining Teamwork project management software, completing the job briefing documents, assisting in the production of reports for ROI purposes as well as raising POs and keeping the budget tracker updated

We are keen to hear from enthusiastic and ambitious candidates who have excellent attention to detail, verbal and written communication skills. The successful candidate should have a creative outlook, be engaging and a team-player, whilst being a self-motivated worker who has the ability to prioritise their workload and meet deadlines.

People are at the forefront of everything we do, we have a unique culture where you can be yourself, contribute your ideas to make continuous improvements and take pride in achieving results to support the overall success of our growing business. We recognise the value of investing in our people through comprehensive training and personal development courses. Along with a competitive rate of pay, a variety of shift options to support a healthy work-life balance our comprehensive benefits package which includes: -

- Save as you earn Sharesave Scheme
- Monthly attendance bonus for hourly paid employees
- Bonus schemes (Monthly commission upon completion of probationary period)
- Contributory pension scheme
- Life assurance (linked to pension scheme membership)



- Access to a variety of high street discounts via our Network Benefits employee benefit
- Cycle to work scheme
- Free flu vouchers
- Various health & wellbeing initiatives including complimentary occupational health on-site physiotherapy and counselling services
- Employee Assistance Programme with 24/7 confidential telephone helpline support
- Staff discount on all Genuit Group products
- Free on-site parking

Should you wish to apply for this position please send your CV and covering letter to civils.careers@polypipe.com

@Polypipe

