



**Job Title:** Marketing Executive / Copywriter  
**Reports to:** Group Marketing Manager  
**Department:** Marketing  
**Hours of work:** Week 1: Monday - Friday: 8.30am - 5pm  
Week 2: Monday – Thursday: 8am – 5pm, Friday: 8am to 2pm (40 hrs / week)

**Salary:** DOE

The multi-award winning WEC Group is looking to recruit an enthusiastic Marketing Executive / Copywriter to join our busy marketing team based in Darwen, Lancs. This is the perfect opportunity for an enthusiastic and dynamic person to thrive and progress in their career.

WEC is one of the largest contract manufacturing companies in the UK with 15 manufacturing divisions and over 900 staff. Due to the multi-brand nature of our Group, this is a very varied role with a wide-ranging list of responsibilities.

The workload can be tailored to the successful candidate's previous experience and skills and we are willing to consider both new graduates and more experienced marketers for this role. Salary will be dependent on experience and Training will also be provided where required.

Please note that this is 100% office-based role that will require regular visits to the factory floor.

### Responsibilities

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- Write, edit and publish high quality, compelling and unique copy for various marketing channels, including website content, PPC ads, email campaigns, press releases, business awards application, and case studies for a variety of industry sectors
- Assist with the creation and implementation of the social media plan and come up with engaging content to help grow our audience.
- Help with our digital marketing and SEO activity for multiple websites
- Plan, develop and implement effective marketing campaigns for the company's new Engineering Academy to drive engagement and promote engineering as the best career choice to local school leavers
- Assisting our HR Team with recruitment campaigns for apprenticeships and internal vacancies
- Source and write stories for the company's newsletters and produce internal news pieces for the company's Intranet
- Help with the organisation of multiple events (trade shows, corporate golf day, recruitment open evenings, internal awards ceremonies, fundraising events, etc)
- Create HTML emails to support the company's digital marketing activity
- Assist the wider marketing team with ad-hoc duties
- Being an internal and external brand ambassador for our various companies

## Knowledge, Skills, Experience

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### ESSENTIAL:

- Excellent English writing skills
- Enthusiasm for social media and all things Marketing
- Great attention to details
- Strong organizational skills
- Strong Digital Skills
- Creative flair
- Experience working to tight deadlines
- Good project management skills
- Thorough knowledge Microsoft Office applications (Word, Excel, PowerPoint)

### DESIRED:

- Relevant Marketing, PR, Journalism or English qualification or equivalent in-job experience
- Previous Experience in a similar role (industrial/engineering knowledge a definite advantage)
- Knowledge of SEO an advantage
- Previous Experience writing copy for PPC campaigns on Google Ads, and Paid Social Campaigns
- Experience using Adobe Creative Suite (Photoshop, Dreamweaver, InDesign, Illustrator)
- Basic understanding of HTML, WordPress, and Magento – Training will be provided
- Experience of writing technical content for websites
- Experience planning and managing events such as exhibitions and corporate events
- Driving Licence (the role will involve visiting our new Engineering Academy in Blackburn on a regular basis and other sites occasionally)

## Working Location/Environment

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Office based at the Group's headquarters in Darwen, Lancashire.

## Company Benefits

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- 25 days holiday plus bank holiday
- Profit Share Bonus Scheme
- Healthcare & Wellbeing Cashback Scheme
- Employee Benefit Loan Scheme
- Cycle to work scheme
- Company Pension

## How to Apply

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All CVs to be sent to the Recruitment team, by email [recruitment@wecl.co.uk](mailto:recruitment@wecl.co.uk) or by post: WEC Group Ltd, Springvale House, Springvale Road, Darwen, Lancashire, BB3 2ES