

Vacancy: Marketing Executive

Based in the City of London The Shipowners' Protection Ltd are the Managers of the Shipowners' Mutual Protection and Indemnity (P & I) Association, a Luxembourg based Protection and Indemnity Club. With over a century and a half of expertise in providing P&I insurance cover for smaller and more specialised vessels, Shipowners' is one of the oldest P&I Clubs in the world.

We are seeking a friendly and hardworking individual to come and join us as a Marketing Executive in our small, supportive and fabulous Marketing team. We are looking for experienced candidates with a positive attitude, a team player mentality, and who will be confident in bringing in new ideas and fresh approaches, everyone has a voice here! This role will be perfect for someone who has an eye for design, attention to detail and is interested in marketing trends and innovation.

You will have influence over and gain exposure to some of the most exciting and transformative projects for the business. This really is an exciting time to join us!

If interested in this role, please send us your **CV and covering letter** outlining why you would be suitable for this position and your salary requirements to recruitment@shipownersclub.com

Role Responsibilities:

- Assist the Marketing Manager in the delivery of the marketing strategy and the promotion of Shipowners' products and services.
- Stay abreast of industry developments and marketing trends to devise new ideas and solutions for content and communications.
- Design and deliver engaging and persuasive integrated marketing campaigns for both internal and external stakeholders (integrated campaigns to include elements of print, web, social, email and experiential).
- Generate, proof and edit copy to a high standard and in a timely manner.
- Lead the ideation and creation of design assets (e.g. infographics, web pages, animations)
- Account manage the external designer, translators and any other suppliers on behalf of the Club.
- Measure, evaluate and report on marketing campaigns using various analytics tools, including Google Analytics.
- Project manage the generation and production of key corporate publications, including the Annual Report and Club Rules.
- Support the Marketing Manager in maintaining and developing the Club's website, intranet and social media platforms.
- Manage the initiation and execution of internal and external events.
- Engage with the wider business to identify opportunities for support and development.

Experience/Skills Required:

- Relevant degree (i.e. English, Journalism, Marketing) and ideally the CIM professional qualification or equivalent.
- At least two years' experience in a marketing role.

- Highly articulate with clear and concise verbal and written communication skills. Experience in writing and publishing articles is essential.
- Ability to analyse and understand data and information, plan and manage projects
- Ability to work to tight schedules, balance competing demands and respond quickly to requests.
- Advanced use of Microsoft Office (Word, Excel, PowerPoint and Outlook).
- Experience in web CMS, CRM, email marketing and social media Knowledge of the Adobe package to an intermediate level (InDesign, Photoshop, Illustrator etc).
- Experience of utilising various social media platforms from a business context.
- An understanding of the insurance environment is desirable but not essential.

Due to the large numbers of responses we receive, it is not possible to respond to every application. Therefore only short-listed candidates will be contacted for this particular role and if you haven't heard from us within 3 weeks please assume you have been unsuccessful on this occasion.

No Recruitment Agencies please