

Job Title: Marketing Executive (Maternity Cover)

Company: Map of Ag

Location: Remote. Head office is in Penrith (Cumbria) and ability to travel to the office regularly is preferable.

About Us:

Building a world where industry and farms thrive together.

Map of Ag work at the heart of the food supply chain, supporting its customers in capturing information around environmental sustainability, production efficiency and animal health & welfare from farms, and using this to drive continuous improvement. Join us in shaping a future where data connectivity transforms agriculture, ensuring a balance between feeding a growing population and preserving our planet.

Job Description:

We are seeking a talented and enthusiastic Marketing Executive to join our team on a maternity cover basis. The successful candidate will play a pivotal role in executing marketing strategies and campaigns to drive brand awareness, engagement, and revenue growth. The successful candidate will cover the marketing responsibilities for the Map of Ag brand and the TotalDairy brand.

Key Responsibilities:

- Collaborate with the sales team to develop and implement marketing plans and strategies.
- Execute digital marketing campaigns across various channels, including social media, email, and social advertising.
- Create compelling content for marketing materials, including blog posts, social media posts, emails, and website content.
- Manage social media accounts, including content creation, scheduling, and community engagement.
- Analyse campaign performance metrics and provide insights to optimise marketing strategies.
- Coordinate with external membership bodies, and partners to support marketing initiatives.
- Support the development and execution of events and promotions, including the [TotalDairy Conference](#).

Skills:

- Proven experience in marketing, preferably in a similar role.
- Strong written and verbal communication skills.
- Proficiency in digital marketing tools and platforms, such as:
 - Social media management tools
 - Email marketing software (HubSpot)
 - WordPress
 - InDesign
 - Canva
 - Microsoft ClipChamp

- Creative thinker with the ability to generate innovative ideas and solutions.
- Excellent organisational and time management skills, with the ability to prioritise tasks effectively.
- Team player with strong interpersonal skills and the ability to collaborate effectively with cross-functional teams.

Duration: Maternity cover contract, [9-12 months]

Salary: £30-£45,000 depending on experience (PA)

How to Apply:

If you are passionate about marketing and meet the qualifications outlined above, we would love to hear from you. Please submit your CV and a cover letter detailing your relevant experience and why you are the ideal candidate for this position to recruitment@mapof.ag. For any queries, please call +44 1768 868472