

## Marketing Executive (Maternity Cover)

**Contract Length:** 12 Months

**Location:** Penrith, Cumbria

**Salary:** £35,000 - £45,000

Map of Ag is a global leader in farm data insights, supporting the food supply chain to collect data, unlock value and strengthen working relationships with farms. From animal health & welfare programmes to cropping regenerative agricultural schemes, Map of Ag work at the heart of the industry to build a more resilient future for all.

Find out more about our work in the below client case studies:

[Clawson Cheese - How smart data is helping blue cheese go green](#)

[Morrisons - How carbon auditing is improving beef performance](#)

[Weetabix - Wheat growers cut on farm emissions with lower nitrogen approach](#)

We're looking for a talented, enthusiastic **Marketing Executive** to join the team on a maternity cover basis. You'll help deliver marketing activity that builds awareness, engagement, and growth, with hands-on responsibility across all business departments.

### Key Responsibilities:

As part of the role, you will:

- 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, including webinars, thought leadership events and running exhibition stands at agricultural shows.
- Coordinate the schedule of CPD training events with the veterinary team, who deliver these under the TotalDairy and Herd Health Consultancy brands.
- Maintain website content updates.

### Skills:

We are looking for candidates with the following:

- 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.

**How to Apply:**

If you are passionate about marketing and meet the requirements outlined above, we would love to hear from you. Please submit your CV and a cover letter to [megan.bryant@mapof.ag](mailto:megan.bryant@mapof.ag).

For any queries, please call 01768 868472.