

## Flame UK Ltd.

### Marketing Executive – Job Description

<b>Job title:</b>	Marketing Executive	<b>Department:</b>	Marketing
<b>Reporting to:</b>	Marketing Manager	<b>Location:</b>	West Bridgeford, NG2 5LQ
<b>Travel required:</b>	To workplace only	<b>Position type:</b>	Full time
<b>Flame UK Waste URL</b>	<a href="https://flameuk.co.uk/">https://flameuk.co.uk/</a>	<b>Flame UK Energy URL</b>	<a href="https://flameenergy.co.uk/">https://flameenergy.co.uk/</a>
<b>Apply via:</b>		<b>Salary:</b>	TBC

#### Job Description

##### Your role, responsibilities, and training

Join our dynamic marketing department and be a part of the development and implementation of traditional and digital marketing, brand and social media strategy, lead generation and research within the sustainability sector.

##### Your role:

The Marketing Executive will be responsible for supporting the delivery of the **digital marketing strategy and operational systems**, to increase sales and profitability of Flame UK's services driving sustainable growth across the energy and waste sectors.

You'll be working directly with the Marketing Manager to **deliver marketing content** across a broad range of channels ensuring the companies brand is aligned. As a Marketing Executive you'll **maintain our brand consistency across all marketing activity** including **content marketing, copywriting, digital channels, social media, and campaign management**.

You'll offer creative support to the Marketing Manager in sales and marketing campaigns and assist with promotional marketing activities as per our content calendar plan. You'll be supporting with **the internal marketing strategy** and **creating marketing materials** including our monthly newsletter, brochures, presentations, and emails.

Duties will also include **managing and updating** our websites and social media accounts, **creating engaging content for both platforms**. You'll engage with external stakeholders and agencies, supporting the department on new services/project and attend company events, conferences, and exhibitions.

##### Principal Duties & Responsibilities:

- To support the implementation of marketing and communications plans.
- Develop relationships with trade magazines and build and maintain a database of contacts.
- Support all customer communications through the development of digital marketing strategy.
- Content development and overseeing production of marketing collateral requirements including brochures, presentations, newsletters, and merchandise.
- Copywriting
- Develop case studies, as and when required and secure the appropriate approvals from customers/partners, in conjunction with the Marketing Manager.
- Admin and support - Various admin duties may be required and support for the company directors.
- Website Maintenance: Help maintain and update the websites of our brands, ensuring content accuracy, visual appeal, and user-friendliness

- To prepare monthly reports outlining progress against marketing and sales success metrics and KPIs.

**About you:**

- Excellent literacy, written and verbal skills.
- Proven work experience as a Marketing Executive or similar role
- Solid knowledge of marketing principles and techniques
- Experience in developing and executing marketing campaigns
- Proficient in using marketing software and tools (e.g., CRM systems, Google Analytics)
- Strong analytical skills to track campaign performance and make data-driven decisions
- Excellent communication and interpersonal skills
- Ability to work independently as well as collaboratively in a team environment
- Excellent time keeping and organisational skills
- Creativity and graphic design (Adobe suite, Canva etc.) desired but not essential
- Photography and basic video editing

If you are a creative thinker with a passion for marketing and sustainability, we want to hear from you! Join our team as a Marketing Executive and help us drive our brand forward. We offer competitive compensation packages and opportunities for growth within the company.

**About Flame UK**

Nottingham based Flame UK is one of the country's leading independent waste and utilities management companies.

Our goal is to support our customers on their carbon reduction and sustainability journeys by:

- Focusing on renewable energy
- Offering a carbon neutral waste collection service
- Increasing recycling
- Managing waste streams

We work by optimising requirements and saving our customers money.

Established by Managing Director, Pam Knight, in 2015

Based in Nottingham, we offer UK wide service

**Our values:**

Customer relationships: working together to understand and support businesses in the best way we can.

Sustainability: for our business, and businesses across the UK

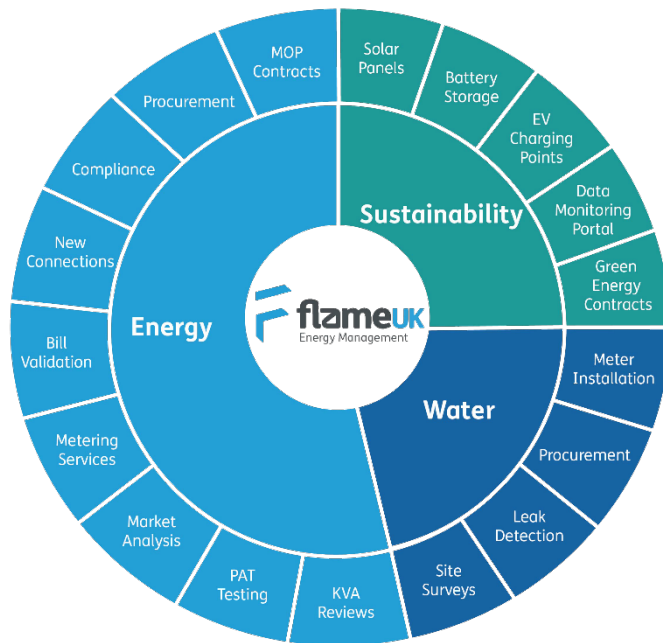
Accountability: our Account Managers handle everything for you

Exceptional Customer Service: available 24/7

We're passionate about helping businesses create a sustainable future through innovative energy and waste management solutions. Hence, we have built our business in two complimentary sectors: waste and energy management.

This enables us to provide our customers with a more comprehensive and sustainable solution. Providing an extensive range of services and expertise in energy and waste management, we're enabling businesses to make informed decisions, saving time, money, and the opportunity to meet their sustainability goals.

The "Flame UK Wheels" highlight the breadth of services we provide. This holistic approach not only helps businesses reduce their environmental footprint but also improves operational efficiency, lowers costs, and enhances their reputation as socially responsible organisations.



**Awards & Accreditations:**

- Living wage employer
- Cyber Essentials Plus Certified
- Winner, 2022 East Midlands Business Awards: Business Improvement through technology
- Finalists, 2022 East Midlands Business Awards: Environmental Award; Small Business of the Year; Apprentice of the Year
- Finalists and Highly Commended: Nottinghamshire and Derbyshire Apprentice Awards: SME Employer of the Year
- Sponsor of Sustainability Award; Midlands Family Business Awards 2023



- Highly Commended, 2023 Midlands Family Business Awards: Best Small Family Business; Employer of the Year