

Employer Brand Marketing Officer

Department: Employer Brand Marketing Officer

Reporting Structure: Reports to the Managing Director

Salary: £19.95 / £41,496

Location: Oldbury

Work hours: 9:00 - 17:00

Summary:

We are seeking a dynamic and creative Employer Brand Marketing Officer to join our team at Proffer Solution Ltd. As a key member of the Marketing department, you will be responsible for developing and implementing strategies to enhance our employer brand and attract top talent to our organisation..

Responsibilities:

- Develop and execute employer branding initiatives to showcase Proffer Solution Ltd as an employer of choice
- Create engaging content for various channels, including social media, career websites, and recruitment events
- Collaborate with internal stakeholders to ensure brand consistency and alignment with company values
- Analyse market trends and competitor activity to identify opportunities for improvement
- Monitor and report on the effectiveness of employer brand campaigns

Qualifications:

- Previous experience in employer branding or recruitment marketing
- Minimum of 3 years of experience in marketing or related field
- Experience in employer branding or recruitment marketing is preferred
- Strong understanding of branding principles and marketing techniques
- Excellent written and verbal communication skills
- Ability to work collaboratively with cross-functional teams
- Proven track record of delivering successful marketing campaigns

Preferred Skills

- Creative thinking and problem-solving abilities
- Attention to detail and strong organizational skills
- Proficiency in social media platforms and content management systems
- Ability to multitask and prioritize workload effectively.

Benefit

- Health insurance benefits.
- Professional development opportunities.
- Retirement savings plan

This position is mostly office-based, with some remote work options. It's a collaborative and fast-paced environment focused on results. Occasional travel for industry events and job fairs may be needed. Apply now to join Proffer Solution Ltd!