



hentons

Marketing Executive

Candidate Brief

About Hentons

At Hentons we have over 40 years of experience and pride ourselves on understanding our clients, their businesses, and the issues they face no matter how big or small.

We are a multi award winning, top 100 National Chartered Accountancy & Business Advisory firm with national expertise, but our local knowledge means we can offer a bespoke, personalised service tailored to our client's needs.

Our national presence is underpinned by our strong Yorkshire roots. We have seven UK offices in Leeds, Sheffield, Doncaster, York, Hertford, London & Thirsk. Each of our offices offer a full range of business and advisory services.

Our clients' needs are the focus of everything we do and we know each client is unique and special with a range of different opportunities and challenges.



Key Information

- Ranked in the top '50+50 Accountancy Firms' by Accountancy Age
- Team of 150 & growing
- Partner/Leadership Team of 16
- Head Office in Leeds
- 6 other UK offices from Yorkshire to Central London
- Fee income of c£12m

Accreditations



Our why

Our clients' success is all that matters.

Through exceptional service, proactivity, and the strength of our people, we will find the best solution.

Combining the benefits of local and national connections, we will seek out new opportunities.

Taking a personal approach to every client, we will be there to listen, respond, and deliver, whenever you need us.



About the role

Role profile

Job Title: Marketing Executive

Department: Operations

Location: Yorkshire

Reports to: Marketing Manager

Term: Permanent

Salary: Circa £25k DoE

Role overview

This is an exciting new opportunity for an ambitious Marketing Executive to join our growing marketing team.

The right individual will bring a passion for marketing, will contribute to the firms overall marketing and business development strategy, and play a key role in shaping our digital marketing strategy.

To be successful in the role you will have a strong affinity with the Hentons 'Why' and will reflect the Hentons values. You will be authentic and maintain high standards while being confident in communicating and influencing both internal and external stakeholders.

We are interested in talking to marketing professionals with a keen interest in B2B and/or professional services. Experience in the accounting industry or professional services would be advantageous.

This is a National Role and will be located flexibly within our Yorkshire Offices (Leeds, Sheffield, Doncaster, York) with some travel to all offices as required.



About the role

Duties and responsibilities

- To contribute towards the firms marketing and business development plan and influence its direction moving forward
- Work closely with the Marketing Manager to develop and deploy our digital marketing strategy, you will play a key role in the expansion of our digital marketing capability.
- Work with the Marketing Manager to review and update our website; optimising content, providing proactive solutions and making recommendations to improve user experience
- Working together with the marketing manager to create and deliver integrated, multi-channel campaigns which deliver commercial results.
- Taking a key role in the production of creative, digital assets including presentations, infographics, flyers, social media images etc.
- Creating and delivering social media advertising campaigns in line with our marketing strategy, and reporting on performance/KPIs
- Report key metrics to leadership on website analytics and conversions and the success of marketing campaigns, including future improvements
- Building, deploying, and analysing email marketing campaigns to clients and prospects.
- Conducting regular competitor analysis, reviewing new technologies and digital tools to push Hentons towards the forefront of the industry
- Using digital marketing best practice to improve and optimise our online client journey, and actively pursuing new ways to improve our conversion rates.
- Day to day support for the firms CRM system (HubSpot), providing training for staff, being a champion & ambassador, while ensuring it is used effectively as a sales management tool.
- Being a Brand Ambassador and providing support for all departments to ensure Brand Integrity
- Providing day to day marketing support across the firm for all departments

About you

Experience

- Minimum 2 years previous experience in a marketing/digital marketing role
- Demonstratable experience in B2B marketing
- Experience of managing social media activity
- Excellent copywriting skills
- A good understanding of branding and brand integrity
- Experience in managing multiple projects at once
- Ability to report marketing metrics
- Capability to generate ideas and explain their merits with clarity and logic.
- Skilled in using MS Outlook, Word, Excel and PowerPoint.

Desirable

- Marketing experience within the accounting industry and/or financial/professional services
- Experience of running Paid Media and PPC Campaigns
- CIM qualification, marketing degree or other marketing qualifications
- Knowledge & experience of Adobe Programmes such as Photoshop, InDesign, Creative Cloud etc.

Desirable cont.

- Experience with other design software and online publishing, video and audio production software
- Experience of keyword research and optimisation to inform content strategies

Personal Qualities

- Enthusiastic, 'can do' approach which inspires confidence in others.
- Dynamic, self-motivated and ready to hit the ground running
- Ability to make strong personal connections to instil trust in those around you
- Exceptional organisational/time management skills, with ability to prioritise and manage workload effectively
- Willingness to learn, develop and acquire new skills & knowledge
- Excellent attention to detail
- Analytical
- A strong affinity to the Hentons 'Why' and Values

Our values

Confidence

In ourselves and in the service we provide to our client. Our expert team will deliver exceptional solutions to help you succeed.

Trust

The strongest partnerships are built on trust. We are open and candid in our advice, and reliable in our delivery.

Dynamism

In exploring new opportunities for our clients, our approach to technology and new ways of working. We aren't scared to think about things differently.

Connections

We are perfectly placed locally to build close and personal connections with clients. Every office is backed and strengthened by our national network.

People

Every team member brings something special and unique to Hentons. We work together, championing each other and encouraging ambition.

Our benefits

Medicash Plan

We have teamed up with Medicash to provide a range of cash back towards everyday healthcare bills and a wide range of other wellbeing benefits

Subsidised Gym Membership

Following the successful roll out of our Flexible Working Policy, we have continued our approach in promoting a healthy work life balance and therefore offer subsidised gym membership

Death in Service (4x Salary)

In order to protect our staff should the worst ever happen we provide a death in service scheme. This scheme will pay out a lump sum to a nominated dependant.

Buy and Sell Holidays

Whether staff would like additional annual leave for a special occasion or would prefer to use less of their entitlement, we now offer a buy and sell holiday scheme.

Social Club

Each Hentons Office has its own Social Committee which organises funded/subsidised social events throughout the year both locally and nationally.

Cycle to Work Scheme

Hentons is part of the 'CycleScheme', offering money towards bicycles at over 2000 retailers.

Season Ticket Loan

Our offices are all near to public transport and we encourage staff to consider using a train or bus to get to work. Staff can apply for an interest-free loan to buy a season ticket on public transport, which is paid back out of monthly salaries.



How to apply



Candidates

To arrange an informal conversation about the role and Hentons or for further information, please contact:

careers@hentons.com

To apply, please send a copy of your CV and a Covering Letter to:

careers@hentons.com

Recruitment Agencies

All queries, submissions and contact from Recruitment Agencies must be directed through our Human Resources Manager, using the following email:

careers@hentons.com

Frequently Asked Questions

For further information and FAQs on our recruitment processes, please visit the 'Working at Hentons' section of our website:

<https://www.hentons.com/about-us/working-at-hentons/>



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www.hentons.com