

Unit 3
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www.steepergroup.com

Vacancy

Marketing Officer – Fixed Term Contract

Steeper Group is a privately-owned business that was formed almost 100 years ago. Since then, we have expanded across prosthetics, orthotics and assistive technology – with a focus on creating significant turning points in individuals' lives through exceptional clinical services and award-winning products.

We are a true leader in our market. From humble beginnings, we have grown to become one of the UK's largest suppliers of Orthotic, Prosthetic and Assistive Technology products. Uniquely, we combine age-old craft skills with the latest innovations in manufacturing and materials.

Steeper's vision is to create life's turning points, together. We aim to do this with innovative prosthetic, orthotic and assistive technology products and services.

We currently have a vacancy for a motivated team player to join our company as a Marketing Officer working within our Marketing Department at our Head Office in Leeds. This position is temporary for a fixed term maternity cover of up to 12 months.

As Steeper Marketing Officer you will be part of a fast-paced team responding to varying needs across the company, including a wide range of media from print, websites, and social channels. Working in a small team to tight deadlines within a friendly environment.

Duties/ Responsibilities:

In this role you will be involved in delivering the marketing strategy for all Steeper divisions and the whole creative process from generating briefs, interpreting briefs and creating content through to implementing and measuring the success of marketing campaigns.

In addition, you will:

- Use Adobe InDesign to create marketing materials and amending existing documents
- Use Adobe Photoshop/Illustrator to create graphics for digital marketing campaigns
- Create responsive email campaigns
- Provide support and input with events attended by the company – including digital events
- Create and maintain website content including industry news features
- Create and administer an effective social media strategy
- Update and maintain documentation and databases overseen by the marketing department, including technical literature
- Maintain the image library and relevant consent forms, identifying any gaps and assisting the department in the organisation of any photography and/or filming sessions internally and externally when required
- Carry out administration tasks where required to assist with the function and support of marketing team activities.
- Identify media and advertorial opportunities, liaising where appropriate
- Liaise with suppliers to gain quotes for marketing materials
- Log and maintain responsibility for all central collateral (giveaways, event collateral, printed materials)
- Keep up to date with changing trends by scanning the external environment and make recommendations for

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improvements to processes and procedures

- Consistent proof reading of all materials – electronic and print

The list above is not exhaustive.

The ideal candidate will be an outgoing individual with a flair for design and communication. Attention to detail and an ability to work on your own initiative, prioritising tasks and taking responsibility will be essential. A willingness to learn and develop new skills is a must.

We are looking for an excellent communicator via face to face, phone and email and all digital channels with previous experience of working in a similar marketing role. This is a great opportunity for an individual wanting to join an exciting, fast paced, business to business marketing team. Working knowledge of Adobe Creative Suite, particularly InDesign and Photoshop, alongside excellent copywriting skills is essential.

If you feel you have the necessary attributes to be considered for the above position, to apply, please complete an application form or submit your CV. Application forms can be obtained by emailing the HR team on (hr@steepergroup.com). Alternatively visit www.steepergroup.com/careers and download an application form from the website.

Due to the high volume of applications we anticipate we will receive for this role, in the event you have not heard from us within 14 days, we regret to inform you that you have been unsuccessful in your application.

The closing date for applications is 22nd January 2021



Steeper is committed to valuing diversity and treating everyone who works for or wishes to work for us fairly. We will treat everyone with the same attention, courtesy and respect, regardless of age, impairment, ethnic origin, nationality, religion or belief, social class, sex, sexual orientation, gender reassignment, marital or civil partnership status, responsibility for dependents, pregnancy and maternity or trade union activity. Steeper is committed to act positively towards disabled people and we actively welcome applications from disabled people.