



Marketing Executive

3B Training is a multi-accredited training provider delivering health and safety training courses across the UK and online. We predominantly target businesses within the UK construction industry, offering high-quality courses which can be delivered in a range of formats.

We pride ourselves on being a genuinely great place to work and aim to be world class in everything we do! We live by our core values which are Be Your Best, Be Smarter and Be Honest.

Our employees are at the heart of our business and our ambitious growth plans make 3B Training an exciting company to be part of.

We are looking to recruit an experienced Marketing Executive to join our in-house Marketing team.

The Marketing Executive will play a key role by executing marketing campaigns and creating engaging content to drive brand visibility, lead generation, and audience engagement. This role requires a creative thinker with strong organisational skills and a passion for delivering results through various marketing channels. The ideal candidate will have hands-on experience in content creation, campaign execution, and a good understanding of digital marketing trends.

Key Duties & Responsibilities:

- Support in implementing marketing campaigns across multiple channels.
- Support in executing A/B tests to determine the most effective campaign strategies and tactics.
- Maintain an organised calendar of all campaign activities to ensure alignment with business objectives.
- Develop engaging content for various marketing channels, including blogs, social media posts, email, newsletters and other promotional materials.
- Take responsibility for top-level website content ensuring accuracy and ongoing improvements to SEO performance.
- Optimise content for SEO to improve search engine rankings and drive organic traffic.
- Execute on paid social media campaigns.
- Take responsibility for 3B's Google Business Profiles including accuracy of information and regular posting.



Key Competencies & Skills

- Experience in a similar marketing role would be preferred.
- Experience with SEO best practices and content optimisation techniques would be preferred.
- Excellent IT skills including experience with Microsoft office, MailChimp and Wordpress (or similar) is essential.
- Creativity and excellent written communication.
- Great attention to detail.
- Excellent organisational skills and the ability to manage multiple projects simultaneously.
- Strong analytical skills with a results-driven mindset

To apply for this role, please email your CV to the email address below, or contact Keri if you have any questions about the position.