

## Job Specification

**Job Title:** Marketing Executive

**Location:** Coolings Nurseries Ltd  
The Gardener's Garden Centre, Rushmore Hill,  
Knockholt,  
Kent TN14 7NN

**Type:** Permanent, Full Time

**Days:** Monday to Friday

**Hours:** 40 hours per week working between 8.00 am and 6.00 pm. There will be a requirement to monitor and respond to social media enquiries on alternate weekends

**Reporting to:** Retail Director

**Rate of Pay:** £25,000 - £27,000 per annum

Coolings The Gardener's  
Garden Centre

Rushmore Hill, Knockholt,  
Sevenoaks, Kent,  
TN14 7NN

Tel: 01959 532269

Email: [rushmorehill@coolings.co.uk](mailto:rushmorehill@coolings.co.uk)

Web: [www.coolings.co.uk](http://www.coolings.co.uk)

As a family-run business we are looking for someone to join our friendly team and help drive the business forward. We're a successful group of four garden centres – all of which are very different. The main purpose of this role is to work alongside our digital marketing executive to deliver the marketing strategy for the company. Your focus will be on copywriting for all channels to portray our values which are: Experience, Integrity, Focus on gardens, and Independence – these sit at the heart of what we do. We want to encourage our customers to learn, enjoy, use, buy and eat with us – through great copy, your job will be to persuade customers to do just that!

### Key responsibilities:

- Producing relevant, engaging copy to be used across all channels
- Maintaining and improving the website ensuring it is up to date with relevant information and news/blog articles
- Co-ordinating the production of our company magazine; Cuttings
- Delivering engaging social media posts in line with our social media strategy
- Assisting with the implementation and effective running of our loyalty programme
- Monitoring campaigns and marketing activity, and analysing statistics in order to report on ROI and meet marketing objectives
- Generating new ideas to meet promote and showcase Coolings
- Ensuring that any communication coming from Coolings is in line with brand guidelines
- Implementing and delivering regular internal communications to ensure all staff are kept up to date with company news and marketing activity
- Assisting with the organisation and promotion of events
- Working with external agencies
- Assisting with the production of POS to showcase products at their best



## Requirements:

- Excellent copy-writing skills with meticulous attention to detail
- Ability to execute marketing plans
- Working knowledge of WordPress
- Design awareness and working knowledge of Adobe Suite including InDesign
- Interest in analysing the ROI of marketing campaigns
- Ability to think like a customer
- Excellent communication and people skills with the ability to build effective working relationships
- Excellent organisation skills with the ability to prioritise and multi-task
- Commercial awareness
- Conscientious and keen to learn and develop
- Adaptable
- A team player
- Excellent knowledge of Microsoft office, social media channels (including analytics)

## Qualifications Required:

We are ideally looking for someone of graduate level (marketing or business), however we recognise the value of experience gained in previous roles.

## Experience:

- 2+ years' experience working in a B2C marketing role
- 2+ years' experience of producing great copy
- Experience of working with WordPress and InDesign
- Experience working with loyalty/CRM marketing programmes

Uniform is provided.

Own transport arrangements are **essential** as public transport is not reliable to Coolings.

In return you will receive a competitive salary, Company pension scheme, 28 days' holiday, Staff discount, and Healthcare Cashback scheme.

If you feel you have the desired skill set and experience to excel in this role, then please apply with a copy of your cv to:

Jane Hopson, Office Manager  
Coolings The Gardener's Garden Centre,  
Rushmore Hill, Knockholt, Kent TN14 7NN  
Tel: 01959 532269  
Email: [workforus@coolings.co.uk](mailto:workforus@coolings.co.uk)

[www.coolings.co.uk](http://www.coolings.co.uk)

**Closing Date : Monday 10 January 2022**