

WORLD-CLASS LED DESIGN AND MANUFACTURING

Bringing *Ideas To Light*

Business Development and Digital Marketing Executive

Hours: 37 hours per week worked over Monday -Friday. Hours negotiable from a minimum 32 hours will be considered.

Location: Our office is based in Ulverston in the stunning Lake District, South Cumbria.

Start Date: February/March 2024

Why Work for Us?

At Forge, we're really good at inventing and manufacturing bespoke LED solutions. That's why we're a market leader in custom LED lighting. Based in Ulverston in the South Lakes, you'll be a key part of our commercial team, reporting to our Business Development and Communications Lead. We are well-established and ambitious with exciting plans for business growth within the green economy.

What you'll do: -

An exciting opportunity to create digital marketing initiatives, identify new opportunities and optimise CRM. Under the guidance of the Business Development Manager, you will play a pivotal role in crafting our online presence, customer relationships, and spearheading supporting strategic market growth.

- Oversee and update the company's website and CRM (WordPress and Dynamics 365)
- Collaborate with the commercial team to develop customer engagement and relationship-building strategies.
- Conduct market research and utilize data mining.
- Generate and manage compelling content across many digital platforms.
- Lead CRM management, data analytics, and sales pipeline progression to foster business growth.
- Orchestrate and analyse lead conversion efforts, responding promptly to inquiries and coordinating customer visits.
- Understand and align Forge's LED product offerings with client needs for targeted marketing and sales success.

You'll be: -

- A dynamic marketing professional with at least one year's experience in digital marketing and analytics. Familiarity with WordPress and Dynamics CRM is preferred.
- A graduate, preferably in a Business, Science, Economics, or related field, with the ability to grasp and communicate technical information to a broad audience.
- Well organised, someone who thrives on planning and delivering to deadlines.

- IT savvy with an understanding of social media platforms, SEO and graphic design preferred and a desire to learn more.
- Commercially astute, proactive, with a keen eye for identifying and nurturing business opportunities.

You'll get: -

- Flexible Working Arrangements.
- Early finish on Fridays.
- 32 days holidays per year (including Public Holidays) or pro rata for part-time employees.
- Excellent progression, learning and development potential.
- Profit Share Scheme.

To Apply

Please send your CV together with a covering letter to jobs@forge.co.uk explaining why you think this is just the job for you.

First interviews will be held via Teams w/c 15 January 2024. Final interviews will be held at our Ulverston office on 24 January 2024.

Please visit www.forge.co.uk or contact jobs@forge.co.uk or phone 01229 580000 for further information.

Forge reserves the right to close the vacancy at any time, if it is deemed that there have been enough applications received.