

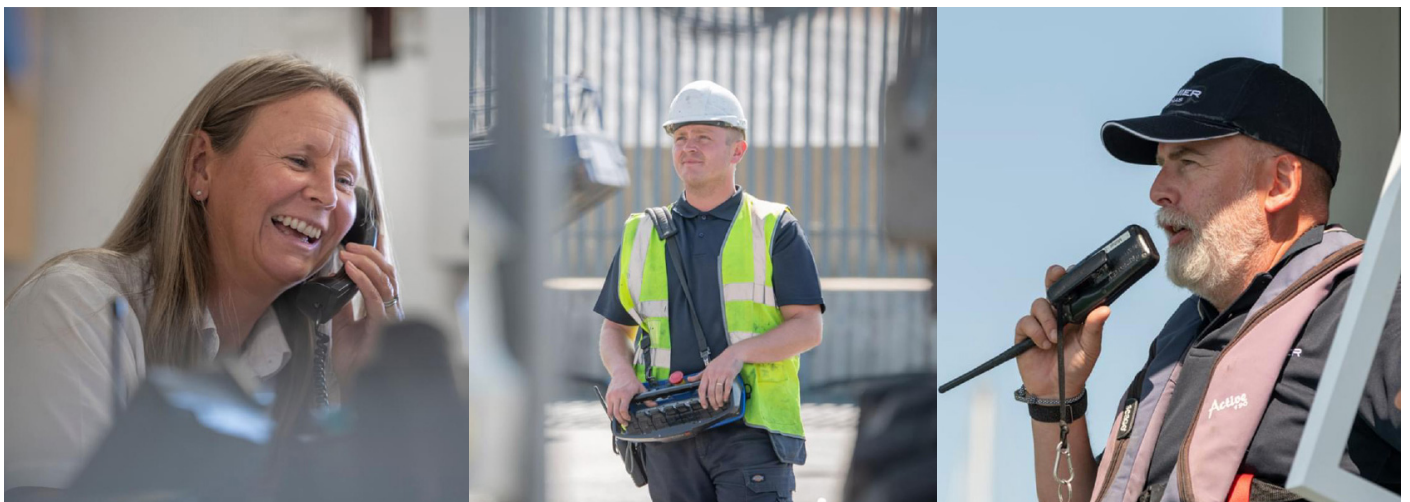


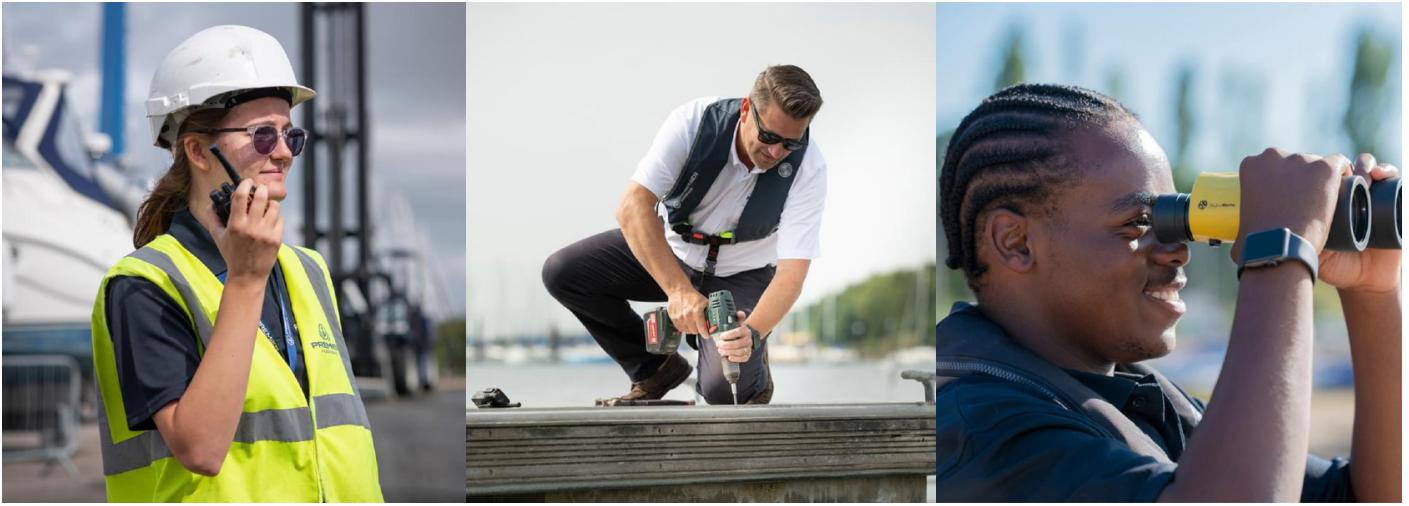
Job role: Senior Marketing Executive - Digital Optimisation (Maternity cover)

Premier Marinas is currently seeking a Senior Marketing Executive for a 6-month maternity cover, with the possibility of extension. This role will play a pivotal part in shaping our online marketing and digital lead generation strategies, particularly supporting the integration and onboarding of a new CRM-linked email platform.

The successful candidate will be responsible for maintaining lead management processes, supporting relevant technologies and automation, managing website content and SEO, and troubleshooting issues in collaboration with team members and online agencies. They will also serve as a key contact for internal and external stakeholders, including sales, marketing, marina-based colleagues, and digital marketing agency partners. Additionally, they will contribute to producing engaging content across all communication channels to drive awareness and adoption of Premier's products and services.

The ideal candidate will be a digital native with a penchant for innovation and continuous improvement. They should have strong communication skills and a track record of successfully implementing a variety of time-bound, tactical, and strategic activities. A keen interest in developing a deep understanding of customers, business operations, and the wider industry is essential.





Our benefits and values

Our vision is simple: to be the finest marina operator in the UK. We provide the best marinas in amazing locations with first-class customer service, whilst playing our part in caring for the environment. To ensure we're successful in this, we continually invest both in our marinas and employees.

We invest in our employees from day one and are proud to be able to offer our staff a range of benefits which help promote a healthy mind and body. We recognise the importance of creating a working environment which allows our staff to develop and learn. Find out more and apply at www.premiermarinas.com/careers

Premier's key benefits:

- Private health care
- Access to online GP service
- Employee assistance programme
- Staff development and training
- Annual incentive scheme
- Instant recognition award
- Personalised annual leave

Premier's core values:

- Innovative
- Approachable
- Empowered
- Honest and respectful
- High quality



INVESTORS IN PEOPLE®
We invest in people Standard

