April 2021

Assistant Marketing Manager - Full time (12 months fixed term maternity cover)

The Company:
Lyon Equipment Limited is a leading supplier of high-quality equipment to the Outdoor, Work at Height and Rescue markets. We are certified to ISO9001 Quality Management Systems, ISO14001 Environmental Management Systems and have achieved Investors in People certification.

The Lyon Marketing team is dedicated to servicing our brands in the UK and Ireland. Reporting to and providing support and cover for the Marketing Manager. Working with the Marketing Assistant to develop and carry out internal and external marketing communication strategies for all Lyon brands. An active passion for the outdoors is expected and experience of using design software, for example, Adobe and social media experience is desirable.

The main responsibilities of the role would include:
- Work with the Marketing Manager to pass on brand strategies and help translate these into UK specific strategies
- Day to day management of the Marketing Assistant
- Collaborate with the Purchasing department with forecasting as required by the brand or internally
- Marketing plan creation
- Social Media
- Copy writing for e-news B2B, B2C, internal
- Ad booking and placement
- Athletes and influencer management
- Coordinate sponsorship of events, venues, and partners
- ROI measuring
- Brand report creation
- Budget tracking
- Coordination of public events inc. training

The person we seek will ideally meet the following essential criteria:
- Have a strong command of English and can demonstrate verbal and written communication skills
- Be able to communicate in a concise and unambiguous fashion
- Be organised, with good attention to detail
- Have good computer skills and experience
- Be self-motivated and happy to work as a team member
- Be willing to undertake personal training and development
- Full clean driving license – desirable but not essential

Hours of Work:
This is a full-time position which equates to a 37.5-hour week. Monday to Thursday 08:00 to 17:00 and Friday 08:30 to 14:00.

Lyon Equipment Limited
Unit 3-7 Tebay Business Park, Old Tebay, Penrith, Cumbria, CA10 3SS
Phone: 015396 24040 Email: info@lyon.co.uk Web: www.lyon.co.uk

The benefits include:

- Commencing salary will be £27,000
- 30 days holiday entitlement per annum (pro rata) including public holidays
- Generous staff discount (for personal use only) on the products we supply

Upon successful completion of a three-month probationary period:

- Inclusion into our qualifying pension scheme
- Invitation to join our healthcare scheme

To apply:

Please note that you must complete an application form to be considered for this position. Forms can be downloaded from our website www.lyon.co.uk, alternatively please contact Debra Battistini on 015396 – 24040 / info@lyon.co.uk.

Once you have completed your application form (including your CV) please return it to:

Debra Battistini - HR Manager
Lyon Equipment Limited
Units 3 – 7
Tebay Business Park
Old Tebay
Penrith
CA10 3SS

Closing date for applications: **Wednesday 05th May 2021 at 9am.**
Interviews for this post are likely to take place **week commencing 10th May 2021.**

BOMBTRACK BICYCLE COMPANY · EXPED · GSI OUTDOORS · HydraPak · Julbo · KATADYN · LA SPORTIVA · Maillon Rapide · NORTEC micro crampons · OPTIMUS · ORTLIEB · PETZL · solo stove · TREK'N EAT · tubus carrier systems

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