**Marketing Executive (Farm Division) | Leominster | £18,000 - £20,000 per annum**

Agri Lloyd are currently recruiting for a motivated Marketing Executive to join their team in Leominster.

You will be responsible for the successful delivery of marketing communications to customers while providing support to the Office Manager and Sales Team.

**About the Role**

Duties and responsibilities (but not be limited to):

* Implementation of clearly defined marketing strategies.
* Work closely with the National Sales Manager’s to implement annual sales and marketing plans.
* Work with our Design Team to evaluate, improve and manage the social media and internet focused marketing strategy.
* Develop a fit for purpose website for Agri-Lloyd encompassing an ecommerce function.
* Assist in identifying new product opportunities through market and competitor analysis.
* Build strong relationships with key opinion leaders.
* Ensure best practice for use of marketing literature and promotional materials.
* In conjunction with the Divisional Director, develop advertising campaigns.
* Coordinate industry shows with the Events Manager.

**About You**

* Ideally you will be degree education in a marketing/business related subject.
* An understanding of the agricultural sector is highly advantageous.
* A natural rapport builder at all levels.
* Excellent IT skills.
* Highly organised.

**About Us**

Agri Lloyd is part of Tangerine Holdings, a group of independent operating companies headquartered in Lytham St Annes. The company own a large and diverse product portfolio within the Animal Health arena: Farm Animal, Equine and Veterinary Companion Animal.