

Job Description

Marketing Executive

Who we are

At ARC Building Solutions, protection is our purpose. We develop industry-leading solutions that safeguard buildings from the spread of fire, heat loss, and intrusive noise – helping to create safer, more sustainable spaces for people to live and work.

From cavity fire barriers to insulation solutions, our products provide essential protection, giving specifiers, developers, and contractors the confidence to build with safety, efficiency, and compliance at the forefront.

Our Vision

To create high-quality, innovative products and systems that deliver safe and sustainable buildings and homes.

Our Mission

To protect the built environment with solutions to limit the spread of fire & smoke, heat loss, and intrusive noise.

We are industry pioneers, leading the way through innovation and collaboration with our customers and industry partners.

We deliver unrivalled quality and service. This is achieved through investment in our people, fueling lasting commercial relationships and delivering excellence.

**ARC Building Solutions Limited**

Unit J, Gildersome Spur, Leeds, LS27 7JZ

0113 252 9428 | info@arcbuildingsolutions.co.uk | arcbuildingsolutions.co.uk

COMPLETE SOLUTIONS FOR THE BUILT ENVIRONMENT

Award-winning products protecting from fire, cold, damp and noise.



Working at ARC

Like all great businesses, it is the dedicated and passionate people who make up our organisation that are at the heart of our achievements.

Whether you want to pursue a career in production, customer support, sales or HR, we offer a wide variety of roles based at our head offices in Leeds, West Yorkshire.

PEOPLE



We value and empower our team, providing expert training, a safe workplace, and a culture of collaboration.

SUSTAINABILITY



We act with integrity, creating safer homes responsibly while protecting both people and the planet.

QUALITY



We are committed to excellence, manufacturing lifesaving products with an uncompromising 'right first time' approach.

CUSTOMER FOCUS



Our customers drive our decisions, and their success is our success. We strive to exceed expectations in everything we do.



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Registered in England and Wales: 6338081. VAT No: 919642401

What We Offer

We're committed to your professional development in a supportive culture that rewards ambition and creativity. Learning and development opportunities are actively promoted, ensuring you can grow your skills and advance your career as ARC continues to grow. This is a chance to be part of something exciting, where your contributions matter and your career can flourish alongside our continued success.

Some other great perks:

- » Competitive salary between £32,500 - £35,000
- » Hybrid working pattern
- » ARC Wellbeing & Retail Store Discount Hub
- » Health Shield Cash Plan
(cash back on everyday health treatments, Virtual GP)
- » Pension Salary Sacrifice Scheme
- » Comprehensive learning and development opportunities
- » Complimentary fresh fruit
- » Employee of the Month rewards (Stars of ARC)
- » Regularly funded team building & social events

Training and Development

Across all areas of our business, we are committed to delivering outstanding results and have a strong culture of continuous improvement. This is especially true when it comes to our workforce.

Training and career development are at the heart of our values and we offer comprehensive training to all team members, providing every opportunity for skills advancement and career progression at all levels.

Inclusivity

At ARC you'll find an inclusive culture that embraces the uniqueness of every individual, regardless of their background, gender, ethnicity, age, sexual orientation, or abilities. We believe in fostering a collaborative environment that encourages teamwork, innovation and above all respect, where all employees can thrive, contribute and achieve their full potential. This extends to all aspects of our organisation, from recruitment to professional development and promotions.

About the Role

We are seeking a driven Marketing Executive to support our growing marketing function and long term marketing strategy. This role is perfect for an ambitious marketing professional who thrives in a multi-channel environment and is passionate about driving measurable results through marketing excellence.

The successful candidate will play a crucial role in executing marketing campaigns across various channels, managing our digital platforms, and contributing to lead generation and conversion optimisation efforts that support our business growth objectives.

Place of work	Leeds office: Gildersome Spur, LS27 7JZ. The option for hybrid working following completion of probationary period; up to 2 days working from home per week.
Package	£32,500 - £35,000 dependent upon skills & experience 5% company pension contribution 25 days holiday plus bank holidays
Contract Type	Permanent
Hours	40 hours per week (full time) 8am – 5pm Monday to Friday
Department	Commercial
Reports to	Marketing Manager



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Key Responsibilities

- » Assist in planning and delivering multi-channel marketing campaigns that drive brand awareness and lead generation
- » With support from the Marketing Manager, execute integrated marketing campaigns across multiple channels, ensuring they are on time and on budget
- » Track and report on performance metrics and ROI, making recommendations and influencing future activities
- » Manage and optimise our website content and functionality using CMS platforms
- » Execute SEO strategies to improve organic search visibility and website traffic
- » Plan and implement email marketing campaigns and CRM automation
- » Translate complex technical information into clear messaging
- » Create engaging content for various marketing channels and touchpoints
- » Collaborate on content planning and editorial calendar management

About You

You will have a solid foundation in marketing with a focus in SEO, Email or Digital performance marketing. You'll be confident in learning new platforms and taking ownership of marketing processes and activities.

Essential Requirements

- » **SEO:** Experience optimising content and websites to improve search rankings and drive organic traffic
- » **Email marketing:** Proven ability to create targeted email campaigns and automated sequences that engage audiences and generate results
- » **Experience:** Solid understanding of marketing and multi-channel campaigns (in-house or agency)
- » **Writing:** Strong grasp of written media; able to create compelling content that connects with our audiences
- » **Digital Platforms:** Fundamental knowledge and understanding of digital marketing tools, platforms, and best practices
- » **Education:** Marketing degree or equivalent qualification

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