



Marketing/Events Executive

Would you like to work for an award-winning boatbuilding company based in waterside offices near Falmouth, Cornwall - the perfect destination for sailors, surfers and beach lovers? Cockwells is globally respected in the marine industry and at the forefront of designing and building luxury motor launches and Superyacht tenders. The Company cleverly integrates traditional boatbuilding skills with innovative engineering and modern techniques to build vessels of the highest quality.

We're looking for a dedicated Marketing Executive to work alongside the Managing Directors and closely with the sales team, supporting them with their marketing needs and providing a creative and efficient service. This role would suit a professional Marketing Executive who is used to a fast-paced environment and with previous events planning experience. The working hours for this position are 40 hours per week, Monday – Friday.

Main Duties & Responsibilities

- Assist with Cockwells' website updates and social media platforms by producing engaging written and visual content.
- Organise and promote our presence at prestigious events such as the British Motor Yacht Show, Southampton International Boat Show and Monaco Yacht Show.
- Improve event storage systems to manage and maintain stock control, and manage the storage of events and marketing promotional materials and merchandise.
- Coordinate photo and video shoots for product launches and recruitment campaigns. Ensure assets meet quality standards and are delivered on time.
- Liaise with our PR agency to distribute news and maintain strong media relations. Assist in drafting press releases and editorial content as required.
- Assist with the growth of our customer and media database.
- Design brochures, email newsletters, and editorial pieces as needed.

Essential skills/experience

- Previous events planning experience
- Previous experience in a marketing role
- Ability to work independently to meet marketing goals and objectives
- Excellent knowledge of social media platforms, how they work and how to write and create engaging and inspiring content for multiple platforms
- Proven experience in updating websites (ideally in WordPress)
- Ability to use Adobe Suite (or similar video/photo editing software)
- Skilled in using Microsoft Office

Desirable skills

- Copywriting experience
- Experience using Mailchimp
- The ability to speak other languages
- Experience in photography and film would be a major asset

- A knowledge or passion for boats would also be a great advantage, but we are happy to train the right person

Location

Normally at our main offices at Mylor Creek Boatyard, Mylor Bridge near Falmouth

Salary

Salary is negotiable depending on experience in the range of £27,000-£28,000 per annum

Start date

February 2025

Interviews

Interviews will take place as and when suitable applications are received.

How to apply

Please submit a covering letter along with your CV clearly stating your suitability for the role, salary expectations, current notice period and location to recruitment@cockwells.co.uk

We look forward to hearing from you.