



LPA Group

Marketing Executive

At LPA, we're looking for a Marketing Executive to join our team.

About the job

Are you passionate about creating the perfect marketing piece to persuade a customer to buy our products? Do you enjoy discovering what makes a potential customer get in touch? We need your creative skills and expertise to develop marketing programmes to successfully support LPA's mission to deliver the product solutions our customers want.

You will be working alongside and amongst a cross-functional team made up of sales, business development and product development.

In a 'typical week' you will design and execute the content for our socials, help event manage our next trade show and update some web copy on our website. We develop a lot of marketing content in house but also work with a small group of agencies to ensure that the marketing materials we create will deliver exactly what we need them to do.

If you want to be part of shaping our future, then send us your CV and tell us in your covering letter why you should be the Marketing Executive at LPA! - recruitment@lpa-group.com

The closing date for this position is 16 May 2025.

Applicants must have the right to work in the UK.

About us

LPA Group plc is an innovation-led engineering specialist in electronic and electromechanical components and systems based in the UK.

Focused on transport (rail and aviation), aerospace, defence, infrastructure and industrial markets and supplying into hostile and challenging environments, LPA is known for engineering solutions to improve product reliability, reducing maintenance and life cycle costs.

The Group has four sites across the UK, selling to customers in the UK and overseas. Three of these are design and manufacturing sites: Saffron Walden, Essex - electro-mechanical systems for rail, aviation and industrial; Knapwell, Cambridge – power supplies for the rail market; Normanton, Yorkshire - LED lighting and electronic systems for rail and infrastructure. The fourth site is Thatcham, Berkshire - value-added distribution of engineered components for rail, aerospace and defence.

LPA Group - Job Description – Marketing Executive

Job Title Marketing Executive

Line Manager Helen Thurley
Title Group Marketing Manager

Business Location LPA Group Plc, Saffron Walden - Essex

Hours of work

- Full time – hybrid working

Main purpose of the role

Support the delivery of the marketing programmes for LPA Group.

Key responsibilities

- Contribute to the creation of marketing content, such as social media posts, marketing collateral and email broadcasts/newsletters
- Edit and update website content
- Assist in the design and production of marketing collateral, including brochures, flyers, slide decks and promotional pieces
- Support in the project management and delivery of trade shows and customer engagement events
- Work closely with cross-functional teams, including sales and product development, to ensure the marketing programmes align with the Company's business objectives
- Support the planning and execution of multi-channel marketing campaigns – digital, social media and email broadcasts
- Research, identify and collect relevant data sources for key markets and submarkets

Skills, knowledge and experience required

- Marketing graduate or CIM qualified
- Previous experience in a marketing role is essential and confident working in technical marketing environment
- Proficiency in using digital marketing tools (Canva, MailChimp) and platforms (WordPress, CRM systems)
- Strong organisational and project management skills, ability to manage multiple projects and meet deadlines
- Proficient computer skills in MS Office, specifically Word, PowerPoint
- Strong communication skills and ability to present information and updates
- An ability to take ownership, organise their own work and apply meticulous attention to detail