

Salcura is a British skincare brand specialising in creating award winning natural solutions for challenged skin, like eczema, psoriasis, acne, stretch marks and dry & sensitive skin. We provide the A to Z regime for challenged skin, from general maintenance to active targeted treatment.

Today we ship products all over the world (US, Africa, Europe and Asia). In the UK as well as being available from us directly, our products are widely available in large chains such as Holland & Barrett, Planet Organic and Whole Foods plus in over 2000 independent chemists and natural health shops nationwide.

As we are continuously striving to grow and improve we are looking for people with the right energy and drive to support us in our efforts. We are currently looking for an enthusiastic and proactive individual who can support the team through a variety of key marketing and branding activities.

Job Responsibilities

- Execute on all marketing activity in line with the company's marketing plans and brand guidelines.
- Optimise online presence and brand awareness through providing high quality copy and basic design for website, SEO, PPC, landing pages and social media.
- Produce high quality content for internal blogs, website copy, B2B & B2C emails, internal newsletters and training & branding videos.
- Execute content plans offline and produce marketing literature and other promotional materials.
- Provide basic graphic design input for both online and offline projects. Collaborate with external graphic designer to ensure brand guidelines and deadlines are met.
- Write copy for press releases & blogs, support PR activities through networking and collaboration with external partners.
- Manage external Bloggers and other KOL's.

Qualifications & Characteristics

- A 2:1 degree or above in Marketing, Communications, Business Studies or a similar related Degree
- Previous experience of working in the Cosmetics, Consumer Goods (FMCG) or other relevant industry
- Basic knowledge of Adobe Photoshop and Adobe Illustrator
- Knowledge of Video Editing
- Excellent written English skills with creative thinking
- Fluent in another European language is considered a strong plus
- Genuine interest in the (natural) skincare industry and in both offline and online marketing, continuously striving to learn and develop
- Eye for detail and good content copy writing skills
- Confident, outgoing and proactive attitude
- Comfortable with working in a dynamic and demanding environment

Attention to detail, strong organisational skills, ability to prioritise and multi-task