



MARKETING EXECUTIVE

(Full-Time, Site Based)
G3 Castleford, WF10 4UA

ABOUT G3 REMARKETING

Established in 2009, G3 Remarketing is one of the UK's fastest-growing vehicle remarketing and disposal management specialists with over 130 team members across 2 UK auction facilities. Our industry-leading 14-acre facility in Castleford was purpose-built and opened to great fanfare in 2021 and has been closely followed in 2024 by the opening of the 14-acre centre at G3 Bedford.

With strategic locations in the north and south, the business continues to reshape the expectations of both physical and online auctions. Combined with a new operational platform and client interfaces, G3 will become the benchmark for all other independent auction businesses throughout the UK and Europe.

Join a winning team! G3 has recently been voted the 'LCV Remarketing Company of the Year 2026 by Motor Trader Magazine' and 'Best Use of Technology 2026' by Car Finance Awards.

The **Marketing Executive** role is to support our marketing initiatives across digital and traditional channels. This role will be responsible for developing and executing communication strategies that strengthen our brand, engage our audience, and support business growth. The ideal candidate is a strong communicator with experience in content creation, social media management, email marketing, and basic graphic design.

MAIN RESPONSIBILITIES

OVERVIEW

Content & Messaging

- Write, edit, and proofread marketing copy for campaigns, websites, brochures, newsletters, case studies and press releases.
- Ensure all messaging is consistent with brand voice, style, and tone.
- Support the development of thought leadership content and blog articles.

Digital Marketing

- Manage and grow company social media channels (content planning, posting, engagement, and analytics).
- Create and distribute email marketing campaigns, including copywriting, design, segmentation and performance tracking.
- Assist with SEO-driven content and digital advertising copy.

Creative & Design

- Develop basic design assets for digital and print marketing materials (social media graphics, email banners, presentations, infographics).
- Collaborate with external vendors, agencies, or in-house designers when needed.
- Maintain adherence to brand guidelines across all visual content.

Campaign Management & Coordination

- Support the planning and execution of multi-channel marketing campaigns.
- Coordinate timelines, approvals, and deliverables with cross-functional teams.
- Track and report on campaign performance, providing actionable insights.

Communications Support

- Draft and distribute internal communications, including newsletters and announcements.
- Assist with PR initiatives such as press releases, media outreach and event promotion.

SKILLS, ABILITIES & KNOWLEDGE

- Working under pressure to complete tasks in line with rigid deadlines
- Working in a fast-paced environment, with regular auction sales
- Excellent attention to detail with an organised approach
- Excellent writing, editing and verbal communication skills.
- Strong organizational skills with the ability to manage multiple projects and deadlines.
- Analytical mindset with experience using metrics to guide decision-making.
- Ability to work well individually, as well as in a team

EDUCATION & EXPERIENCE

- Bachelor's degree in Marketing, Communications, Journalism, or related field.
- 2–4 years of experience in marketing communications, digital marketing, or a related role.
- Proficiency with marketing tools such as Mailchimp/HubSpot (or similar), Canva/Adobe Creative Suite and social media platforms.

POSITION & RENUMERATION

Full time permanent position based at G3 Castleford (WF10 4UA) Monday – Friday 09:00 – 5:00

The successful candidate will receive;

Competitive Salary (based on experience)

Up to 10% profit related bonus (subject to company achieving annual profitability target)

Company Pension Scheme

Life Assurance (x3 basic salary) *

33-Days annual leave (inclusive of bank holidays)

Length of service award – one extra day's holiday for every 5 years of continuous service

Additional holiday day for birthday *

Referral incentives for employee recommendations

A collaborative and creative work environment

Opportunities for professional growth and development

* Subject to employment milestones