



We're looking for a...

Marketing and Communications Executive



About Us

At Stanmore Insurance Brokers Ltd, we're more than just insurance people, we are a team with heart, history, and a vision to change how insurance is experienced. Since 1962, we've grown from a small local business into an award-winning, independent broker known for putting people first, whether that is our clients, our community, or our colleagues.

We live by our values – **CREDS**, which mean we genuinely **care**, are **real** people, always **eager** to learn, **dependable**, and proud to be Team **Stanmore**. Our culture is built on support, respect, and doing things right, first time. We believe that by working together, sharing knowledge, and staying curious, we can create something truly exceptional.

Our specialist brand, dot2dot nursery insurance, launched in 2003, is a shining example of our commitment to innovation and empathy. Designed specifically for the nursery and early years sector, dot2dot understands the challenges providers face, from safeguarding to regulation, and offers more than just cover. The friendly face of Stanley Bear represents our promise of warmth, trust, and partnership.

If you're looking for a role where your passion matters, where you can grow, and where you can make a real difference every day, at a company that supports your journey and values your voice then Stanmore and dot2dot nursery insurance could be the perfect place for you.



"I'm extremely impressed as to how quickly they processed my claim. Jackie has always told me it's one of the best policies, but you never actually realise until you have to make a claim yourself."



Role Overview

We are seeking a proactive and creative Marketing and Communications Executive to join our Bolton based team and play a pivotal role in driving the firm's marketing and communications efforts. This is an exciting opportunity for a marketing professional with 3+ years' experience who is eager to broaden their skills across campaign management, content creation, digital marketing, PR, internal communications, and event coordination.

This exciting role will suit an experienced and qualified communications and marketing specialist, keen to make their mark and develop their role in promoting and developing a high quality and growing professional insurance business and an exciting brand. There is opportunity for growth and progression with mentoring support available.

You will work closely with the senior leadership team, including the Managing Director to help deliver cohesive marketing strategies that reflect our firm's values and vision.

This role requires a confident communicator both verbal and written with a passion for storytelling and brand-building, somebody who can write compelling and high-quality copy, manage social media channels, support PR initiatives, create business development opportunities and contribute to internal and external communications.

The successful candidate will thrive in a fast-paced regulated professional services environment, bringing a collaborative, detail-oriented, and organised approach. This role offers excellent opportunities for personal and professional development and exposure to diverse marketing activities within a respected, busy and growing firm.

The role is full time, 35 hours per week and offers the ideal candidate a permanent position with opportunity for CPD and development within the business.



Salary Range

Competitive Salary and Benefits

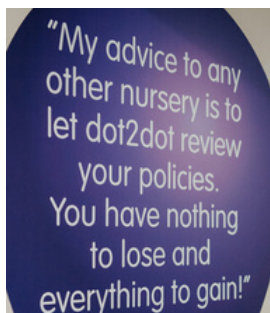
Reflective of experience



Working Hours

Monday to Friday 9am – 5pm

35 hours per week





Responsibilities

- Marketing Campaigns & Communications

Plan, execute and monitor integrated marketing campaigns across multiple channels aligned with the firm's vision, strategic goals and brand guidelines.

- Positioning of the Brand

Maintaining brand consistency and ensuring that tone of voice is mirrored across all activities within the business.

- Content Creation, Implementation & Management

Write, edit, and proofread engaging and accurate marketing copy across a wide range of traditional, digital and social media platforms including brochures, websites, social media, email newsletters, blogs, case studies, press releases, and award submissions. Ensure all content reflects the firm's tone, values, and messaging is consistent and regularly updated/refreshed and aligned to the client journey.

- Digital & Social Media Management

Maintain and update the firm's website, business profile and social media platforms ensuring content is relevant, up-to-date, and optimised for SEO and user engagement. Develop and implement a content calendar.

- Public Relations and Awards Submissions

Coordinate, write copy and assist with PR, press advertising, tenders and awards submissions.

- Internal Communications

Develop and distribute internal communications, including monthly newsletters, regular events and updates, to foster engagement and alignment across the firm and support people to be brand ambassadors.

- Event & Webinar Support

Plan, develop, promote and coordinate events and webinars. Post-event follow-up, client seminars, webinars, and external marketing initiatives.

- External Agency & Supplier Liaison

Work closely with external marketing agencies, designers, consultants, and suppliers to manage deliverables, timelines, and budgets, ensuring high-quality outputs and a coordinated approach.

- Data & CRM Management

Maintain and segment contact databases to support targeted marketing campaigns and recruitment marketing efforts. Work alongside our internal data specialists and liaise with senior management to target new potential business effectively.

- Performance Monitoring & Reporting

Track, analyse, and report on key marketing metrics, including website analytics, social media engagement, and campaign ROI, providing actionable insights to inform continuous improvement. Benchmark against competitors.

- Recruitment Marketing

Support the HR team on initiatives positioning the firm as an employer of choice, supporting recruitment campaigns through targeted activity.

- Budgetary Monitoring

Oversee expenditure against the marketing budget reporting to the Senior Leadership Team regularly.

- Compliance

Ensure all marketing communications and activities comply with legal, regulatory, and data protection standards, including GDPR.



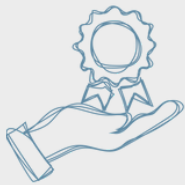
Knowledge, Understanding, Skills and Behaviours

Skills and Behaviours

- Puts the client first, improving marketing for their benefit and that of the business.
- Excellent communication skills with high quality standards of written and spoken English.
- Strong written and verbal skills, with practical experience of writing marketing content.
- The ability to deliver projects and results within set timescales.
- Ability to work cooperatively and effectively as part of a team, and communicate at all levels with people within and outside of the organisation.
- Proven ability to build and maintain professional networks and work with suppliers to support business growth.
- Strong organisational and multitasking abilities.
- Communicates clearly and listens well.
- Excellent attention to detail and quality.
- A creative mindset and problem-solving attitude.
- Takes initiative, eager to learn, and motivated to make a difference.
- Believes in our values.
- Energetic, passionate, organised, and proactive.
- Dedicated to growth, teamwork, and diversity.

Knowledge and Understanding

- Degree or post-graduate degree in marketing or a related field.
- A minimum of 3 + years' experience in a marketing or communications role, ideally in professional services or regulated sectors.
- Excellent working knowledge and experience of relevant Microsoft Office applications.
- Experience developing and delivering marketing campaigns and strategies.
- Experience creating content and working with websites, social media, newsletters, and emails.
- Knowledge of CRM and/or client database systems or a commitment to learn.
- Experience with SEO/SEM campaigns.
- An understanding of market research and data analysis methods.
- Event coordination and support.
- Experience managing PR activities, award submissions and media relations.
- Experience of coordinating multiple projects and deadlines.
- Budgetary experience desirable.
- Committed to ensuring legal and regulatory compliance.
- CIM qualification desirable or commitment to further study.



What We Can Offer

- Competitive salary and benefits package
- 25 days annual leave, plus bank holidays and time off over Christmas
- Training and mentoring by experienced professionals
- Employee assistance programme
- Workplace pension with an employer matched 5% contribution
- Private Medical and Group Life cover (on successful completion of probation)
- Extra treats including breakfast sandwiches on Friday mornings, regular social events and activities to support our chosen charities
- Fantastic opportunity for career progression



Apply Today!

Ready to take the first step towards an exciting career? Don't miss out on this amazing opportunity to join our Bolton team. **Send your CV and a covering letter to careers@stanmoreinsurance.com.** We welcome applications from all sectors of society and are committed to equality and diversity in all aspects of practice.

If your experience does not match that set out above in that you have more experience, we would still encourage you to apply. While we thank you for the interest you have shown please be aware that only shortlisted candidates will be contacted. Apply today and be part of something great.

**The closing date for applications is
Friday 15 August 2025.**

