ZEST

Certified B Corporation

# We're hiring

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## Senior Marketing Executive

- Marketing team
- Full time
- Hybrid (Leeds)

# About us

Zest is one of the UK's fastest-growing electric vehicle (EV) charge point operators, with a mission to make EV adoption accessible to everyone. By joining our team, you'll drive transport decarbonisation, support the UK's net zero goals and help improve air quality.

As a B Corporation, we're committed to making a positive difference for people and the planet, while also driving sustainable growth. This ethos is reflected in our company values, which guide everything we do:

## People first

**Our infrastructure** is designed to **serve communities**. We're committed to developing charging solutions that people need today and in the future.

## Social equity

As nearly 40% of UK drivers don't have a driveway, **we're making EV adoption a realistic option** for those **without home charge points** by providing publicly accessible infrastructure.

## Doing it right

Beyond delivering low carbon infrastructure, **we're undergoing carbon literacy training**, regular carbon audits and carbon offsetting to ensure we meet our **2040 net zero targets**.



# About the role

## Senior Marketing Executive

- **Marketing team**
- **Full-time**
- **Hybrid (Leeds)**

The Senior Marketing Executive works within Zest's Marketing team to deliver marketing projects and activities as part of the wider marketing strategy. The role works with the Marketing team and other departments to achieve company goals.

## Responsibilities

- Coordinate social media activity, planning content calendars and supporting the delivery of engaging content across relevant platforms
- Support the planning, execution and optimisation of paid digital marketing campaigns across relevant platforms
- Monitor, analyse and report on digital marketing performance, using insights to optimise future content and campaign activity
- Stay up to date with social media platform developments, emerging trends, competitor activity and industry best practice to identify opportunities for growth and engagement
- Conduct market research and utilise existing research to develop messaging and produce marketing collateral
- Build relationships with suppliers, partner organisations, public and local authorities, contractors, and other stakeholders
- Investigate and drive new marketing initiatives to strengthen engagement with target audiences
- Provide actionable feedback on marketing campaigns to evolve messaging and delivery
- Work closely with internal and external teams to ensure projects are delivered on time and to a high standard
- Manage resources, providing regular updates to ensure the early identification of any potential issues with projects
- Maintain brand consistency and tone of voice across all marketing communications and channels

## Knowledge & skills

- 2 years' experience in a marketing role
- Experience of working with market research data, data analysis and statistics
- Experience of working with and managing various social media platforms, websites, and email marketing

## Essential qualifications

- Degree is preferred but not required

# Meet the team

## Marketing team



### Keith Day
Chief Marketing Officer

Keith directs the overall marketing and product strategy, ensuring that we grow the company and the brand in line with Zest's founding business, community and environmental values. Away from work he enjoys new live music and is a persistent if reluctant parkrunner.

### Charlie Adams
Marketing Manager

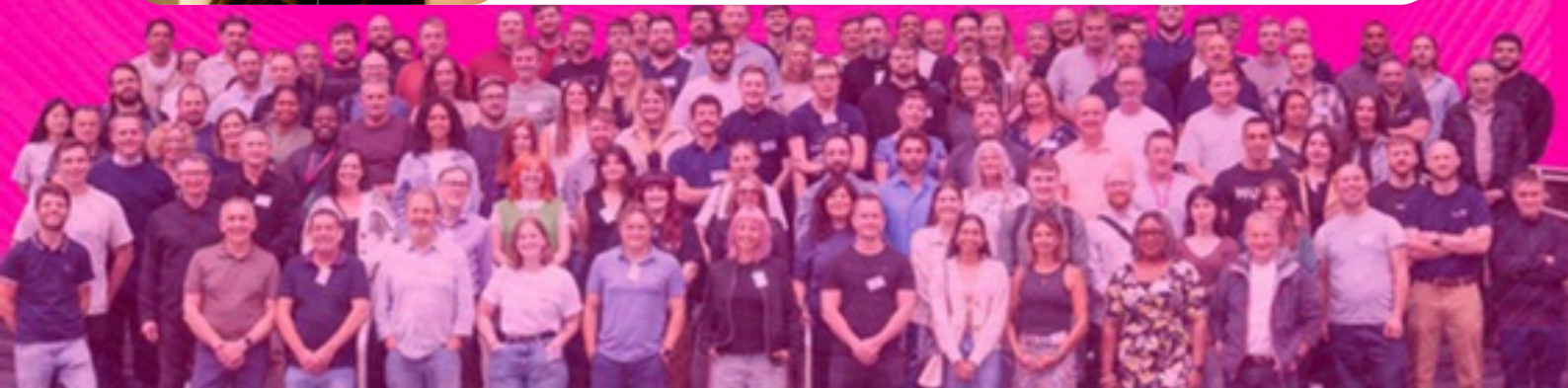
Charlie oversees Zest's organic social media and paid digital advertising, helping to grow the company's presence amongst key target audiences, as well as supporting additional ad hoc marketing projects. In her free time, she enjoys keeping active, whether it's running, or strength training.





### Lizzie Walsh
Partner Marketing Manager

Lizzie's role as a Partner Marketing Manager includes managing Zest's website, ensuring that it's engaging, up-to-date, and following best practices. She also works across public and private sector projects, creating collateral, writing opinion pieces and producing campaigns. In her spare time she enjoys cooking, going to the gym and practising yoga.



# Why Zest

## Be part of something that matters:

Join an industry that's driving real change. If you're looking for a career with purpose and impact, we'd love to have you on our team.

## Thrive in a great team culture:

Recognised as outstanding by Best Companies, we've built a supportive, collaborative environment where contributions are celebrated, and our team are empowered to grow.

## Our benefits

- Hybrid working - we have no set office days, so you can work flexibly
- 25 days annual leave increasing to 27 days after 2 years' service
- Enhanced family leave and pay
- Employee Assistance Programme
- Health and wellbeing benefit
- Paid dependants and carers leave
- Enhanced parental and bereavement leave
- Eye care

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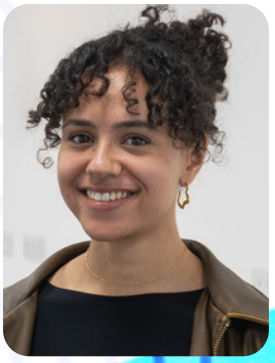
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# What's next?

**If you're interested in joining the team, apply for a role at zest.uk.com/careers.**

**Or alternatively, send your CV to careers@zest.uk.com**

ZEST

careers@zest.uk.com
zest.uk.com/careers

0333 577 6760

Zest Eco Ltd.
Bond House, The Bourse,
Boar Lane, Leeds LS1 5EN

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