



Marketing Executive

Company: Ark Consultants UK Ltd

Location: Ilkley or Lancaster

Hours: Full time

Contract: Permanent

Salary: £25 – 30K

About Us

At Ark Consultants we're passionate about helping people to have a great time outdoors, pursue hobbies and lifestyles they love. We work with some exciting names in the outdoor industry – including **OMM** and **Troll** - which we own.

We are on the lookout for an organised, creative, driven and team-focused **Marketing Executive** to join us on the journey and help shape the future.

As we look ahead, we're focussed on the exciting and imminent launch of OMM into the running footwear market, whilst Troll is strategically rebranding and building on its strong reputation within climbing and outdoors.

The Role

Working closely with the Marketing Manager and wider team, you'll help deliver campaigns and content that inspire outdoor enthusiasts everywhere. From creating social media posts to supporting events, you'll be hands-on across a variety of projects — no two days will be the same.

What You'll Do

- Support the planning, delivery and execution of marketing campaigns across digital, social and retail channels
- Create, schedule and optimise engaging content for our social media, website and email newsletters
- Manage and update websites and e-commerce platforms using CMS tools
- Coordinate with influencers, ambassadors, athletes and media partners
- Provide support at events, product photoshoots and brand activations
- Monitor performance analytics and audience insights to inform continuous improvement
- Be a proactive team player, ready to pitch in with creative ideas and energy
- Attend and support the delivery of Ark events, including The OMM and Lake District Running Festival.

What We're Looking For

- Experience in a marketing role, ideally within consumer brands, sports, or outdoor sectors
- Hands-on experience using:
 - **Web CMS** for content and product publishing
 - **Social media tools** — including Meta Business Suite
 - **Email marketing platforms**
 - Google Analytics (or GA4) and other digital measurement tools
- An understanding of PPC and paid social campaigns
- Strong copywriting skills and creative flair for visual storytelling
- A thirst for knowledge – a proactive approach to learning about the latest marketing trends and opportunities and sharing with the wider team
- Adaptability: thrives in a fast-paced environment and enjoys the challenge of working within multiple projects
- A marketing qualification or experience is great — but enthusiasm, a can-do attitude and a willingness to learn matter most

What you'll bring

- A love of the outdoors – be it off road running, climbing, camping or all.
- Creativity - ability to spot and develop opportunities and ideas for content, campaigns, and brand activation
- Experience with appropriate digital marketing tools - Google Analytics, Meta Ads, email platforms etc.
- Organisation, creativity and confidence; ability to juggle multiple projects concurrently

Why Join Us

- Opportunities to get hands-on with the products and communities we serve – helping to inspire people to achieve their dreams
- Be at the forefront of OMM's exciting move into the running footwear market and the rebuild of Troll climbing
- Work with brands rooted in adventure, with passionate communities around them
- Join a supportive, fun team where ideas and creativity are encouraged
- Competitive salary and benefits
- Flexible daily working hours
- Holiday 28 days per annum (including bank holidays) + 5day Company Summer Holiday
- Pension
- Staff discount on full brand portfolio

Please submit your expression of interest, with a supporting CV, to hr@theomm.com