

MARKETING EXECUTIVE NEEDED TO JOIN OUR FAMILY



Profile

We are looking for an individual with previous experience in a dedicated marketing role, with the ability to manage projects and work with stakeholders in the business.

- Enthusiastic attitude to marketing
- Familiar with marketing concepts and be proactive in all aspects of the role
- Ability to work unsupervised and on own initiative
- Well developed communication, organisational and team working skills

Essential

- Strong communication and organisational skills
- Excellent understanding of client care
- Good copywriting skills
- Good MS Office skills
- Flexible working hours for managing and running breakfast/evening events both virtually and face to face in our offices and at external venues in and around Milton Keynes, Gatwick and London
- Manage multiple projects and budgets
- Liaise with stakeholders in the business and develop clear campaign/project plans and monitor results
- Work as part of the team and also work well independently

Desirable

- B2B marketing experience
- Digital marketing experience
- Working with both PR and design agencies
- Creating tender/pitch documents
- Chartered Institute of Marketing or similar qualification at Professional Certificate level, or marketing related degree
- Good understanding of Adobe based skills including InDesign and Photoshop

Team

Marketing

Reporting to

Angela Easton
(Marketing Director)

Location

Milton Keynes

Benefits

- 20 days holiday (increases to 25 days in accordance with policy)
- 3% employer pension contribution
- BUPA Private Health (after completing probationary period)
- Employee Assistance Programme
- Income Protection Scheme
- Death in Service Benefits
- Perkbox / Benefits Hub

Equal Opportunities

The firm is an Equal Opportunities Employer and is committed to the implementation and maintenance of employment and recruitment practices which will ensure that no potential or current employee or trainee, is treated less favourably on the grounds of age, disability, gender, marital status, race, nationality, colour or any other aspects unrelated to their current and potential skills, aptitudes and abilities.

The Role

The role will provide support to the Marketing Director by project managing various marketing activities and initiatives alongside the Senior Marketing Executive and Marketing Assistant, including:

- Developing social media campaigns and direct mail communications and tracking and reporting success
- Creating marketing collateral in line with budgets
- Working with our service teams to develop literature in line with our brand
- Developing and creating tender/pitch documentation
- Managing virtual and face to face events and seminars both in-house and at external venues
- Working with our PR agency with regard to press releases and editorial content
- Working with our design agency in connection with our literature and advertising requirements
- Liaising with editors/managers of publications regarding advertisements and editorials
- Monitoring and reporting on activities and providing relevant information to assist the Marketing Director with reporting responsibilities
- Carrying out market research, competitor analysis and client surveys
- Responding to and referring business enquiries to appropriate teams
- Updating our website and working with our service teams to create engaging content
- Ensuring brand consistency across all campaigns
- Using online marketing analytics for reporting (Google Analytics)
- Internal communications
- Management of the firm's data and ensuring the information is accurate and kept up to date
- Preparation of power point and pitch presentations
- General support and assistance