



JOB DESCRIPTION FOR MARKETING EXECUTIVE APRIL 2022

A list of job duties associated with your job title is set out below. This job description is non-contractual, and the Company reserves the right to amend, withdraw or depart from its provisions at its discretion. Subject to the Company's business requirements you may be required from time to time to undertake other work within your capacity and the Company reserves the right to amend the job title and/or job description from time to time, on a temporary or permanent basis, to reflect your own development or the Company's business needs.

Job Title	Marketing Executive
Team	Sales & Marketing
Purpose of Role	To help position our brand and promote our products and services to create awareness, drive conversion and grow advocacy
Reports to	Head of Marketing
Manages	n/a
Main Duties	<ul style="list-style-type: none"> • Assist with developing the marketing plan and integrated campaigns that deliver across the full marketing mix. • Produce and manage content plans and creative assets for distribution across channels including creative copywriting. • Manage the company's presence on social media, planning campaigns and monitoring performance. • Oversee paid online advertising across various channels to increase awareness and maximise lead conversion. • Help to maintain website content and SEO of all company sites ensuring good ranking for strategic keywords. • Assist with the creation and maintenance of email communications throughout the customer journey. • Lead on planning and creation of collateral and point of sale materials across venues. • Lead on the logistics of organising exhibitions and customer facing events. • Help to deliver regular and meaningful customer focus groups and market research. • Manage the brand presence on third party listing directories.

People Skills	<ul style="list-style-type: none"> • Excellent communication, both verbal and written. • Highly creative with excellent writing skills. • Analytical mindset with strong attention to detail. • Good commercial awareness and a desire to get results. • Ability to build and maintain strong relationships.
Technical Skills	<ul style="list-style-type: none"> • Proven experience of digital marketing techniques • Good knowledge of social media platforms • Experience in using Adobe Creative Suite, particularly Photoshop and Illustrator. • Video editing abilities (e.g., Premier Pro, After Effects, Biteable, Canva) • CRM and customer segmentation • Good knowledge of the Google suite (e.g., Analytics, AdWords, Tag Manager) and creating conversion goals.
Qualifications	<ul style="list-style-type: none"> • Experience in a similar role • Recognised marketing training / qualification • Willingness to undertake further training as appropriate and when required.

I have given a copy of the above to (insert name) and have explained all aspects of it.

Name of Manager (print)
Signature of Manager
Date

I confirm that I have been taken through the above, understand it and have received a copy of it.

Employee Name (print)
Signature of Employee
Date