

## JOB DESCRIPTION

# Marketing Executive

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## The Role

The Marketing Executive is responsible for providing support to the account management team in the delivery of client work against agreed budgets and strategies. You are expected to strive to help ease the delivery of marketing activity, particularly in areas that fall between the responsibilities of channel-specific specialists within the agency.

Working closely with the account managers – you will provide dedicated assistance to the wider team by meeting client marketing needs on a daily basis. This work may at times be short notice or ad hoc and requires a level of flexibility and a willingness to adapt to the changing requirements of the account management team and the clientbase. Outside of these varied tasks you will take responsibility for managing email marketing campaigns for our clients – from extracting a brief through to reporting the results.

## Responsibilities

- Provide support to the client-facing account management team in the successful completion of tasks within client marketing strategies. Proactively seek out opportunities to assist the account management team with client work by maintaining an awareness of their day-to-day client commitments and diary.
- Manage email marketing campaigns for our clients – from extracting a brief through to reporting the results.
- Where briefed thoroughly and provided with the tools and information needed, complete to a high standard marketing activity including – but not limited to – social media syndication and calendar creation, copywriting and web content management, content brief writing, proofreading and website testing, market research, data management and report generation.
- Support your colleagues as a secondary point of contact on client accounts, providing continuity and a safe pair of hands when account managers are unavailable.
- Assisting with administration of marketing activity, including note-taking on client calls/ in meetings, generating and assigning tasks in Scoro and providing detailed, accurate briefs for the wider team.

- Maintain a thorough awareness of the company clientbase and their strategies that enables you to frequently switch between activities and projects while still keeping client goals front of mind in all your work.








## Skills

- A detailed knowledge of Mailchimp, Hubspot and other popular email marketing platforms.
- A sound knowledge of HTML - strong enough to enable you to edit, adjust and troubleshoot coded email marketing templates.
- An up-to-date knowledge of email marketing best practice and an eye for data analysis that manifests itself in a culture of continually testing and learning.
- Strong ICT skills and mastery of various programs and software, including GSuite, Microsoft Office, social platforms and WordPress/ Magento CMS.
- Eye for detail and a thorough approach to everything that falls within your working day.
- Highly literate and capable of adapting writing style to fit with client tone of voice guidelines.
- Be available to attend internal meetings in order to stay up to date with changes to client strategy and extract a brief for any future tasks.
- The ability to confidently articulate ideas and opinions to your Line Manager and - where appropriate in a structured setting - the wider team.
- Have a methodical and structured approach to research that allows you to consolidate your findings quickly and effectively.

## Salary

- £18,000–20,000 per annum

## Benefits

-  Dedicated 1-Day R&D/Training
-  Flexible Working, offices in London, Leamington, Ipswich
-  Excellent onsite barista coffee and cafe (all offices)
-  Competitive Salary
-  15" Macbook Pro, 27" Monitor
-  Generous Holiday
-  Inclusive fruit and hot beverages within the office
-  Inclusive gym membership (Suffolk Office)
-  Amazing clients across all sectors
-  Annual employee awards
-  Conference & training budget