

Job Description

Title: Marketing Executive
Hours: Full time or Part time
Salary: £21,000-£24,000 per annum
Terms: 6 months fixed term contract, with the likelihood of extension

Reporting to the [Client Manager](#), the Marketing Executive is an important part of a small team that aims to promote awareness and increase visibility of all EW Group services as well as building engagement and loyalty with our clients. The role will include the following responsibilities:

- Developing and executing (yourself or via managing outsourced marketing resources) quarterly marketing plans with support from Client Manager
- Presenting marketing plan quarterly to [Managing Director](#) (you will be responsible for ensuring these meetings take place)
- Website – ensuring content stays fresh and up to date, improving traffic through SEO and PPC
- [Podcasts](#) – managing the schedule of podcasts, uploading podcast to Buzzsprout and iTunes, publishing on EW Group website and promoting via social channels and newsletter
- Newsletters – content creation, scheduling, evaluating impact, increasing sign up, ensuring lead follow ups take place (via Mailchimp)
- Blog posts – writing, editing and posting regular schedule of blogs to EW Group website
- Event marketing – suggesting ideas for quarterly events as part of marketing plan, writing email invitations/newsletter, promotion via EW Group channels including website and social, passing leads to Sales team
- Product launch marketing – marketing of new product launches (including ILM course marketing)
- Social media – live tweeting, connecting with clients, managing social media budget, scheduling marketing themes for social media, ensuring all company profiles and settings are up to date (focus on twitter and LinkedIn)
- Case studies – liaising with rest of team to source content and achieve client sign off on new case studies; reviewing and managing case study bank following agreed template and process
- Content generation and repurposing online, print, social, display, media (photo, video, animation)
- Liaising with clients and [consultant partners](#) as part of content creation
- Reporting – on performance against targets across - social media accounts, Google Analytics for website, Search Console for SEO, Mailchimp for newsletters
- Responding to adhoc requirements such as marketing support on project work

Person Specification

	Essential	Desirable
Marketing	<ul style="list-style-type: none"> • An eye for detail • Experience creating engaging content across a range of marketing channels including social media • Excellent analytical skills to evaluate marketing campaigns 	<ul style="list-style-type: none"> • Experience working with external agencies and designers
Customer service and team work	<ul style="list-style-type: none"> • Demonstrable ability to deliver high quality customer service. • Demonstrable ability to think and act commercially. • Ability to build meaningful client, consultant and team relationships and build rapport. • Experience in influencing outcomes using effective negotiation. • An engaging and motivating attitude and show commitment to continuous improvement. 	<ul style="list-style-type: none"> • Experience of working within a B2B environment. • Experience of working with clients in a range of business sectors.
Project Management	<ul style="list-style-type: none"> • High level of numeracy and problem solving skills and excellent written and verbal skills. • Ability to manage multiple timelines simultaneously and to swiftly respond to changing priorities. • Demonstrable understanding of overall project management e.g. establishing a timescale, budgeting, reporting. 	
Administration	<ul style="list-style-type: none"> • Proven administrative experience in a dynamic and fast-paced environment. • Excellent IT skills, including demonstrable experience of working with Microsoft Office packages, social media and website CMS, Google Analytics. • Ability to work in a detailed, accurate way and utilise systems and processes. • Ability to think on feet and respond to queries in a positive, helpful, practical and timely manner. • Ability to work collaboratively and supportively in a small team. • Willingness to take initiative and ownership of responsibilities and drive initiatives forward. • Ability to communicate positively and effectively (written, and oral) with colleagues and clients at all levels of organisation. 	<ul style="list-style-type: none"> • Experience of using WordPress • Experience of using Mailchimp

To Apply: Please complete the application online [here](#).