

JOB SPECIFICATION

Job Title:	Marketing Executive (Marchington)
Reports To:	Marketing Manager

Job Purpose:

To deliver given objectives in relation to the Marketing Strategy for the Site, attracting a higher level of vendors and customers too, ultimately resulting in enhanced business results

Organisation & Relationship



In addition to working with the full Marketing team you will liaise closely with other Site Managers, Commercial Managers and our Business Development Team

Main Duties & Responsibilities:

- Working with the Marketing Manager on the development of marketing campaigns, including working with external agencies, providing campaign and administrative support.
- Supporting the Marketing Manager to effectively deliver event and show marketing materials to brand, on time and on budget. This may include briefing the team on artwork and design requirements, on social media scheduling and liaising with external companies and agencies.
- Managing relationships with key suppliers and project managing approvals internally to hit their deadlines.
- Assisting with local press and PR activity, briefing the marketing manager on key PR updates, and helping with gathering information and preparing releases.
- Working with our social media coordinator to create content for the site and across the local area whilst adhering to platform requirements and brand guidelines.
- Website maintenance ensuring all information is up to date, and good customer experience is maintained.
- Reporting on and advising on local marketing initiatives.
- Working with the email marketing executive on creation, and distribution of site communication

- Co-ordinating and ordering on site signage alongside the Site Manager and design team.
- Providing general support to the head office marketing team, occasional travel may be required. This may include but is not limited to, social media support, email support, design support, photography, and event support.

Qualification, Skills & Experience required:

- Excellent initiative and analytical skills
- Excellent personable, communication and client facing skills
- Good all-round marketing knowledge and experience
- Basic knowledge of photoshop and adobe software desirable

Person specification

- Confident, personable & polite
- Excellent initiative
- Strong analytical skills
- Trustworthy
- Excellent communication skills; both written and verbal
- Excellent organisational skills
- Team player

Working Environment & Social Condition:

Daily Base: Marchington

Working Hours: 35hrs per week. 9-5 Monday – Friday (Flexible)

Travel required: Yes

Equipment provided: Laptop & Screen