

Senior Marketing Executive - Job Description FOR000305 v1.00

Job Description and Person Specification

Job Title	Senior Marketing Executive
Department	Marketing
Location	Hybrid - Alfreton / Remote Working depending on candidate
Responsible To	Director of Marketing and Regulatory Affairs
Salary	To be agreed depending on skills & experience
Normal Hours	0900 - 17.30 Mon to Fri

The Role

Reporting into the Director of Marketing, the Senior Marketing Executive plays a significant role in delivering a range of marketing activities that promote our products and services in a fast-paced environment. This person will be primarily responsible for creating and managing campaigns across a number of channels, utilising data and software solutions to segment customers and prospects, and deliver marketing campaigns at a sector or account based level.

Additionally, the Senior Marketing Executive analyses the purchasing patterns, online traffic, and marketing activity for the purpose of understanding the effectiveness and detailed performance of each campaign. It is also their duty to conduct competitor activity analysis and report the findings to the Director of Marketing and key company stakeholders. In this capacity they also consistently support the marketing team with ‘test and learn’ approaches to paid media and email marketing where appropriate.

The position of Senior Marketing Executive is a collaborative role and, as such, they work closely with several other departments within the business. For example, they work closely with the Sales and Client Services teams in order to develop a strong understanding of the business’ customer base and work with them on a segmentation strategy that will help identify opportunities that will lead to growth and enhancement of marketing initiatives in online channels.

In addition, the Senior Marketing Executive works with our agency partners in the creation of display and video campaigns across various platforms as well as supporting and measuring SEO and SEM strategies with up-to-date ad technologies, hence ensuring optimal performance of these areas.

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Key Responsibilities & Accountabilities

- The position of Senior Marketing Executive is of a cross-functional nature and this implies a high level of collaboration with different departments and different levels. The Senior Marketing Executive partners up with other departments in order to align and execute marketing analysis and activities, and ensures that each department and product offering receives the right level of support due from its colleagues.
- Marketing planning and implementation, project and change management, budgeting and reporting
- The Senior Marketing Executive is tasked with developing new marketing leads through the conversion of onsite traffic through landing pages, calls-to-action, and lead generation content.
- They also manage event, user experience, and social media specialties in order to provide input to the strategic planning driven by the Director of Marketing and to maximise the potential of those tools and campaigns.
- They identify and execute new online channels that could be leveraged, optimized, and eventually drive acquisition and profitability for the business.
- They work with our digital agencies to develop AB testing activities of our online platforms, and to measure and interpret the results in order to influence future behaviour and campaigns.
- Segmentation and interpretation of existing and prospect client data from a variety of sources, to help identify the most valuable target markets and sectors for marketing campaigns and sales activities.
- Identification of target market data or lookalike matching programs from outside sources and recommendations for any purchase activity.
- Make suggestions and improvements to how our client data is managed, in order to help our Sales teams make use of latest technologies, data solutions, and alternative insights.
- Collate and interpret campaign results from a variety of different sources, and report findings regularly to the Director of Marketing, Head of UK Sales, and other stakeholders.
- Monitoring and analysis of marketing budget spend and forecasting on a month by month basis.
- Efficiently manage any client and prospect data to an effective GDPR framework so that the risk of data breaches are minimised and so that our ISO accreditations are not jeopardised.
- Maintaining and championing brand standards at all times.
- Update and manage the company website to a high creative standard through use of the Content Management System.
- Manage the relevant company social media channels, providing content that is engaging, educational, or informative in line with our brand guidelines.

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Person Specification

Typical qualities of a successful Senior Marketing Executive include:

- Ability to benchmark, monitor, and report
- Competence in all Microsoft Office products, Exchange, Word, Excel, and Powerpoint
- Salesforce/Pardot or equivalent CRM experience valued
- Knowledge of other marketing campaign management software
- Calm, confident, and mature manner to handle potentially uncomfortable conversations or difficult situations
- Proven analytical skills, able to interpret data from different sources and to draw usable insights
- Strong supplier facing communication skills
- A strong judge of high-quality design and able to offer creative input.
- Advanced multi-tasking skills
- Ability to measure campaign ROI
- Ability to work unsupervised and take full ownership of responsibility areas
- Sound understanding of social campaigns, SEO, and search engine marketing
- Customer experience orientation and proven understanding of user experience journeys
- Strong financial analytical capabilities.
- Full UK Driving License
- The candidate should have experience in all areas of the marketing mix and demonstrate management in complex/matrix environments.
- Good copywriting skills.
- Sense of fun and a helpful demeanor.
- Wordpress experience valued.

A suitable candidate will be a person of high integrity, consistent in their work ethic, and who have clear and visible set values; they also demonstrate calmness under pressure in order to effectively communicate to different business stakeholders.

Authority Level for purchasing - £0