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| **Job Description / Specification** | |
| **Job Title:** | **Marketing & Campaign Executive** |
| **Reporting to:** | **Marketing Manager** |
| **Department:** | **Marketing & Product Department** |
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| **Organisational Structure** | |
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| **Purpose of the Position** | |
| To create, plan and deliver effective marketing campaigns that will support the achievement of business objectives and drive brand awareness, lead generation and customer engagement activities. | |

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| **Key Responsibilities** | |
| Strategy | Working in collaboration with key stakeholders to determine and deliver marketing campaigns to support the achievement of business strategy. |
| Measuring Effectiveness | Monitoring and measuring effectiveness of marketing campaigns, and producing insights that are used to achieve improvements in the future. |
| Partnerships | Building relationships and effectively managing external partners, including digital, creative and PR agencies, to deliver successful campaigns and meet marketing and business objectives. |
| Internal Communications | Delivering internal communication plans, actively promoting Whitecroft’s business culture to both customers and staff, and coordinating employee engagement activities (Workplace, Social Club events, fundraising and annual events). |
| Customers | Supporting the delivery of customer engagement comms, defining and creating automated workflows to support the customer journey and optimising the customer experience both online and offline. |
| Product | Working in collaboration with the Category and Product Managers to implement effective marketing campaigns and to ensure a successful product launch to both internal and external target audience. |
| Integrated Comms | Supporting the delivery and promotion of key activities, for example Thought Leadership strategy, by producing high quality and consistent marketing content for a range of online and offline channels: events, tradeshows, social media, video, email, website etc. |
| Brand | Supporting the overall brand strategy and positioning, coordinating brand support activities, and providing clear brand guidelines. |

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| **Specific Skill Requirements** | | |
|  | **Essential** | **Desirable** |
| **Education / Technical Skills** | * A degree in Marketing, Digital Marketing, Communications, Public Relations, or equivalent qualification * 2+ years of experience in a B2B commercial lead generation marketing role * Experience in running regular marketing campaigns incl. product and service propositions * Capable of monitoring, evaluating, and driving success from campaigns * Practical knowledge of marketing automation software, ideally HubSpot, to generate leads and build customer databases * Practical knowledge of digital marketing channels and tools, including social media, SEO, CMS and Google Analytics * Project management experience | The Chartered Institute of Marketing (CIM) professional certificate/diploma in marketing    Experience in the manufacturing, electronics, or lighting industries  Multi-channel marketing experience  Experience using Adobe Creative Cloud and Canva |
| **Behaviour** | * Excellent written, verbal, and interpersonal communications skills * Positive, can-do attitude and willingness to use initiative * Demonstrates a high level of attention to detail * Ability to work in collaboration with key stakeholders to ensure the tasks are completed * Demonstrates ability to be commercially aware * Is influential, with the confidence to make   timely decisions.  • Strong organisation and time management skills with flexibility to accommodate change | Willingness to up-skill and enhance knowledge through any training requirements.  Passionate about marketing and interested in pursuing a marketing career. |

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| **Written By:** | **Marcelina Fila** | **Date: 23.01.2023** |