



Job Description

Job Title:	Marketing Executive
Department:	Marketing Communications (Brand & Comms) within Strategy & Marketing
Reports to:	Marketing Manager
Purpose or aim:	This role is essential to the successful management of key marketing activities that drive relevance and appeal of our propositions to prospects and customers.
Description (Duties):	<p>Marcoms planning</p> <ul style="list-style-type: none"> Responsible for helping to shape marketing communication plans that deliver integrated and targeted campaigns to specific audience groups, co-ordinating input from internal and external stakeholders Champion a customer-centric approach to all our marketing initiatives ensuring buy-in from all departments Ensure best practice is inherent within all plans to maximise effectiveness of marketing <p>Campaign management</p> <ul style="list-style-type: none"> Own the management of marketing campaigns from brief to implementation, covering acquisition, up-sell, cross-sell and loyalty activity Work collaboratively with multiple cross-departmental teams, engaging stakeholders throughout for smooth campaign delivery Ensure campaign performance is analysed against objectives and targets, driving optimisation of activity and team learnings
Direct Reports:	N/A
Resource Accountability:	N/A
Notice Period:	1 month
Car or Car Allowance:	N/A
Equipment Needed:	N/A
Any Special Conditions:	N/A
Person Specification:	<p>Skills</p> <ul style="list-style-type: none"> Experience of managing campaigns (primarily digital) and engaging stakeholders Highly organised and able to balance multiple tasks concurrently Ability to work effectively across cross-functional teams – a good relationship builder at all levels



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	<ul style="list-style-type: none">• An analytical mind with an insight-driven approach to maximise effectiveness of marketing• Able to present complex content in a clear and compelling manner• Excellent presentation skills with a confident manner <p>General attributes</p> <ul style="list-style-type: none">• Has a passion for marketing• Positive and flexible attitude• Takes responsibility for their work• Is accountable for what they do• Customer focused and results driven• Exceptional attitude – puts everything into everything they do• Strong team member <p>Qualifications</p> <ul style="list-style-type: none">• Educated to degree-level or similar• Ideally CIM qualified or shows a willingness to further study
Date Reviewed:	28.11.16
Job Holder Signature:	
Line Manager Signature:	
HR Signature:	