

JOB DESCRIPTION



Job Title:	Marketing Executive
Reports to:	Assistant Marketing Manager
Line managing:	Marketing Assistant
<p>The Role</p> <p>This is an exciting opportunity to apply your skills to a large, growing and ambitious B2B business where talented people are at the heart of our success. There's a quarterly bonus, life assurance, private health and dental insurance alongside a fantastic on-site cafe and very active staff forum. We understand that one size doesn't fit all and expect this to be a hybrid role working from home with some days onsite at our office in Willand, Devon.</p> <p>Reporting to the Assistant Marketing Manager, you'll be central to the success of a multi-disciplined team where progression is encouraged. The Marketing Team invest in being customer centric, and you'll be part of a team delivering effective communication solutions, developing marketing strategies and planning and implementing campaigns and activities.</p> <p>A confident marketing exec and natural team player, you will work alongside of a strong team of marketing professionals and manage and develop a marketing assistant with your sharing of knowledge and skills.</p> <p>As a member of our busy marketing team, you will have a combination of skills and experience right across the marketing discipline, including email and campaign comms (offline and online), inbound marketing campaigns (including social), print media (editorials and press releases), event planning and management, service message communication (including customer data ownership) and digital content creation to support campaigns and the marketing and brand positioning of PenCarrie. Data literacy is a must and you'll be able to set smart targets, report on success and measure improvements.</p> <p>An effective planner and proactive communicator, you will ensure the effective planning, delivery and scheduling of the marketing plan, whilst also clearly demonstrating inventiveness and brilliance in developing on-message output with a real customer benefit-led focus for both offline and online media.</p> <p>Determined, organised, proactive and with a keen eye for detail you will be a key part of this high performing, learning team.</p>	
<p>Main responsibilities</p> <p>Work closely with the Marketing Manager, Assistant Marketing Manager, Marketing Execs and Assistants, digital and design teams and the Business Development team to deliver a cohesive marketing schedule.</p> <p>Marketing Activity</p> <ul style="list-style-type: none">• Champion the PenCarrie brand and be constantly developing and exploring new and exciting ways to promote our brand, services and product offering in the industry marketplace	

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- Plan, brief and oversee delivery of multi-channel leading marketing campaigns online and offline to achieve objectives set by marketing manager/business and deliver the marketing plan for the year
- Continually develop and improve the customer service messaging initiatives and quickly and effectively deliver PenCarrie service messaging, including important business communications such as price changes, service updates and essential business communications
- Monitor the customer marketing preferences data, flagging and highlighting any changes in data and continually finding ways to engage and re-subscribe customers
- Always be thinking about and factoring in/planning around all aspects of the user experience and user journey when executing thought leading marketing campaigns and initiatives
- Brief and create content for online (social, website, online PR) to support your campaign activity
- Identify and lead on initiatives to update customers, including Latest News and Website Updates pages, as an example
- Continually improve the business multi-brand campaigns to ensure market share whilst representing a selection of brands chosen by PenCarrie, that are standalone campaigns from other supplier brands.
- Identify, spec, plan and organise PenCarrie events as agreed with the management team, including annual events such as P&P Live, industry events, as well as actively research and recommend additional opportunities
- Champion the presentation of the company to potential new customers and candidates by considering and improving assets at key points of the customer journey to further enhance the reputation of the company
- Build landing pages as appropriate including setting up tracking and reporting on performance
- Build and schedule Email campaigns in DotMailer, optimising the suite of tools available
- Regular spot check notices and date sensitive pages across the site to ensure current information is displayed at all times
- Communicate campaigns internally to ensure teams and colleagues have an up to date knowledge of current promotions

Projects and Marketing Planning

- Input to marketing strategy development, conduct market research in order to identify market requirements for current and future campaigns
- Undertake continuous analysis of the market trends and competitor activity to stay abreast of the competition
- Seek out research, data and information to deliver projects that will benefit the marketing team and the wider business
- Keep up to date with relevant AI developments, new web-based marketing, website designs and features, in order to feed back to the team where appropriate to create ideas for website traffic generation and online order growth.
- Monitor and manage customer marketing preferences data, supplying the team with up-to-date and GDPR compliant contact information for various project types

Reporting and Evaluation

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- Evaluate the effectiveness of all campaigns and activity present performance back to the management team.
- Evaluate the effectiveness and ROI on all event activity, including lead generation
- Monitor, adapt and change processes online to continually offer the most effective user journeys
- Use learnings to constantly improve performance of the marketing plan and the marketing team

Controls and Measurement

- Plan budgets for sign off and manage budgets post sign off for any relevant campaign activity, events, webinars or digital support tools required
- Strong project management skills
- Leading example of solutions driven behaviour across the team

Relationships

- Work collaboratively with the wider marketing and digital teams to deliver the marketing plan
- Be a brand ambassador for the PenCarrie brand
- Building strong working relationships with our internal and third party creative agencies
- Work closely with the marketing assistants to offer support when needed

Knowledge, skills and experience required:

Essential

- Knowledge of marketing concepts and principles and demonstrable experience of working in a busy marketing role at a similar level – 2/3 years
- Excellent copywriting, editing and proofreading skills, including excellent written and verbal communication
- Proficiency in MS Office, including Word, PowerPoint and Excel
- Working knowledge of content management systems and automated marketing software
- Strong communication and interpersonal skills
- Excellent organisational and time management/stakeholder management skills
- In-depth understanding of digital and social marketing best practices, especially in a B2B market
- Experience in event planning and co-ordination/management
- Proactivity on workflow management, whilst prioritising tasks to meet deadlines
- Excellent creative content and campaign creation for emails, website, social and print requirements
- Strong commercial and analytical focus with experience in setting/reporting ROI and KPI's
- Experience managing, mentoring or training new or junior team members

Desirable

- Evidence of website user experience and user journey planning
- Experience in Marketing Automation platforms
- Working knowledge of SEO and Google analytics

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PenCarrie Values

We're dedicated to customer success

- Every one of us can make a difference to our customers' experience
- We actively look for ways to help our customers succeed
- Our customers are considered in every decision we make

We build strong and respectful relationships

- We create a kind, safe and inclusive workplace where everyone feels they can thrive
- We collaborate to find solutions and build ideas
- We build trust in each other
- We're prepared to have the difficult conversations, giving and receiving feedback

We look forward and embrace change

- We're bold, brave and inspirational
- We look up, look out and look forward
- We anticipate and embrace change

We're proud of everything we do

- We strive to improve in everything we do
- We celebrate our achievements
- We all have a voice
- We know our priorities and implement with conviction and pace

We grow responsibly

- We use our resources wisely
- We're clear and transparent in our communications to all our stakeholders
- We're committed to reducing our environmental impact
- We give back to our communities



Key Contacts:

Internal: Reporting to Assistant Marketing Manager (reporting line). Working with the Marketing Manager, Marketing Executives, Marketing Assistants, Graphic Design Team and Digital Team. Line management of a Marketing Assistant.

External: Customers, Suppliers

Prepared by: Marketing Manager

Name: Sophie Dean

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