

JOB DESCRIPTION



Job Title:	Senior Marketing Executive
Specialist area:	Brand marketing and communication, service messaging and company comms, events and PR
Reports to:	Marketing Manager
<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 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 delivering effective communication solutions, developing marketing strategies and taking full responsibility for the planning and implementation of PenCarrie campaigns and activities to effectively communicate the PenCarrie brand values and USPS, monitor and develop the businesses' share of voice in the market and develop and retain new and existing customers.</p> <p>A confident senior marketing exec and natural team player you will work alongside of a strong team of senior marketers and line manage, coach and develop a marketing executive.</p> <p>You'll lead, develop and own (supported by the marketing executive and assistant) a variety of marketing campaigns, projects and events for PenCarrie, focussing on our points of difference and cutting edge digital solutions. An effective planner and proactive communicator, you will ensure the effective delivery and scheduling of the marketing plan, including supporting the marketing executive on supplier brand activity, whilst also managing relationships and supporting the effective performance of our sales and customer service teams. You will measure the results on all activity and be tenacious in seeking out continuous improvement.</p> <p>As a member of our senior marketing team you will have a combination of skills and experience across the marketing discipline: Email and campaign (offline and online) comms (including reporting), inbound marketing campaigns (including social), print media (editorials and press releases), event management, service message communication (including customer data ownership), digital content creation to support campaigns and the marketing and brand positioning of PenCarrie. You will be able to clearly demonstrate inventiveness and brilliance in developing on message creative with a real customer benefit led focus for both offline and online media and will have organised highly effective launch and branding campaigns.</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>	

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Work closely with the Marketing Manager, marketing, digital and design teams and the Business Development team to deliver a cohesive marketing schedule.

Marketing Activity

- Champion the PenCarrie brand and be constantly developing and exploring new and exciting ways to promote our brand in the industry marketplace
- Brief and oversee delivery of multi-channel leading marketing campaigns online and offline to achieve objectives set by marketing manager/business
- Co-ordinate project / task delivery and timescales with other senior team members to deliver the marketing plan for the year
- Embrace the role of website specialist within the team, having an understanding of the capabilities and processes to implement change when CMS developments are required
- Be a CMS super-user and update the company website as required
- Own and continually develop and improve the customer service messaging initiatives
- Own and 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
- Contribute thought leading campaign assets for your campaign activity that will be supported by our social media platforms
- Identify and lead on initiatives to update customers, including Latest News and Website Updates pages, as an example
- Manage and own the PenCarrie service messaging, including important business communications such as price changes, service updates and essential business communications.
- Own and manage the schedule of communications of key service points, including order cut off times, despatch lead times and opening hours and times at holiday periods and over bank holidays
- Lead, manage and 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, The Schoolwear Show, as well as actively research and recommend additional opportunities
- Work with and keep regular catch ups and meetings with the Brand and Product Liaison BDT contact to ensure they are briefed and up to date with all website selling tools and event activities
- Work alongside the Brand and Product Liaison BDT contact to oversee the production and design of marketing materials and sales literature to ensure a high quality end product that is on brand and with the PenCarrie TOV
- Champion the presentation of the company to potential new customers and candidates by taking ownership and considering the presentation of the About Us, Why Choose and Why Work pages 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

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- 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 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 complaint contact information for various project types

Reporting and Evaluation

- 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
- Proactively evaluate performance and own your development plan and encourage the same initiative across the wider 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 drive 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:

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- A marketing qualification or relevant experience
- 5 years experience in a marketing role
- Demonstrable experience of working in a busy marketing role at a similar level – 2/3 years
- Experience in event planning and management
- Proactively make recommendations on key projects and independently manage workflow whilst prioritising tasks to meet deadlines
- Evidence of the ability to deliver inventive campaigns and creative which is on brief and on message
- Excellent and inventive copywriting and proof-reading with strong command of English grammar and spelling.
- Evidence of content and campaign creation for inbound, loyalty and LTV campaigns on Emails, website and print
- Evidence of website user experience and user journey planning
- Expert user of Microsoft Office, Excel and PowerPoint
- Expert user of html and CMS website systems
- Excellent written and verbal communication
- Strong relationship skills
- Strong commercial and analytical focus with experience in setting/reporting ROI and KPI's

Desirable

- Experience of DotDigital
- Experience of Canva
- Working knowledge of social media in a B2B marketing environment
- Marketing Automation platforms
- Working knowledge of SEO and Google analytics

Competencies:Attention to detail

Thoroughness in accomplishing a task through concern for all the areas involved, no matter how small. Monitors and checks work or information and plans and organises time and resources efficiently. Treats every task with equal importance and consideration, focussing on the customer benefit.

Peer relationships

Can quickly find common ground and solve problems for the good of all; can represent his/her own interests and yet be fair to other groups; can solve problems with peers with a minimum of noise; is seen as a team player and is co-operative; easily gains trust and support of peers; encourages collaboration; can be candid with peers.

JOB DESCRIPTIONCustomer Focus

Is dedicated to meeting the expectations and requirements of internal and external customers; gets first-hand customer information and uses it for improvements in products and services; acts with customers in mind; establishes and maintains effective relationships with customers and gains their trust and respect.

Time Management

Uses their time effectively and efficiently; values time; concentrates their efforts on the more important priorities; gets more done in less time than others; can attend to a broader range of activities.

Interpersonal Awareness

Relates well to all kinds of people, up, down, and sideways, inside and outside the organisation; builds appropriate rapport; builds constructive and effective relationships; uses diplomacy and tact; can diffuse even high-tension situations comfortably. Is a keen listener and can easily and quickly see problems from all perspectives with a keen focus on providing a solution.

Perseverance

Pursues everything with energy, drive, and a need to finish; seldom gives up before finishing, especially in the face of resistance or setbacks.

Composure

Is cool under pressure; does not become defensive or irritated when times are tough; is considered mature; can be counted on to hold things together during tough times; can handle stress; is not knocked off balance by the unexpected; doesn't show frustration when resisted or blocked; is a settling influence in a crisis.

Written Communications

Is able to write clearly and succinctly in a variety of communication settings and styles; can get messages across that have the desired effect.

Creativity

Comes up with a lot of new and unique ideas; easily makes connections among previously unrelated notions; tends to be seen as original and value-added in brainstorming settings. Is actively keeping ahead of market trends and seeks out industry, seasonal and general trends to keep abreast of all relevant developments.

Organising

Can marshal resources (people, funding, material, and support) to get things done; can orchestrate multiple activities at once to accomplish a goal; uses resources effectively and efficiently; arranges information and files in a useful manner.

Key Contacts:

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Internal: Reporting to Marketing Manager (reporting line). Senior marketing team members: Digital Manager, Other Senior Marketing Executives, Digital Project Manager, Digital Optimisation Executive, Graphic Design Manager, Graphic Designer, Marketing Assistants. Line management of marketing exec
External: Customers, Suppliers

Prepared by:

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