



Job Title: Junior Marketing Executive
Hours: 40 Hours week, Mon – Fri
Department: Marketing
Reporting to: Marketing Team Manager

Role and responsibilities

- Work with the Marketing team to fulfil business and brand strategy across a number of in-house brands
- Execute campaigns and marketing activity across multiple channels, including Paid Search, Paid Advertising, SEO, PR, Affiliate Marketing, Email Marketing, Websites and Social Media
- Produce relevant content and engaging copy to be used across all marketing channels in line with briefs and brand guidelines
- Analyse the performance of campaigns and websites through reports and provide recommendations for optimisation
- Track and analyse changes and patterns within market pricing, competition and product, and make active suggestions as to how we can use this information to better our own product, policies, pricing or customer experience
- Management, monitoring and growth of our social media channels and communities
- Identify and research any key business leads or prospective partnerships
- Provide clear, basic reporting on channel or campaign performance
- Identify content gaps on-site, complete keyword research & negative keyword mining from Search Query Reports
- Arrange and deal with customer contact queries and complaints, including liaising with other teams, posting responses to negative reviews and handling requests
- Create and develop engaging social media content plans
- Manage, monitor and grow our social media channels and communities
- Identify and research any key business leads or prospective partnerships
- Complete conversion funnel reports and report on key metrics (quote v sale, site-to-sale, channel specific conversion) easily
- Identifying consumer pain points, make suggestions for improvements based on customer behaviour insights
- Providing clear basic reporting on PPC account performance
- Create PPC landing pages and ad copies, run search ranking reports and basic site crawls for site content changes, broken links and redirects
- Support in executing our SEO strategy to drive traffic, revenue and new customer acquisition
- Create and deploy email campaigns through our email marketing software Pure360
- Ensure marketing activity is in alignment with commercial objectives and deployed in line with the regional marketing plans and global calendars
- Creating different types of marketing copy and content i.e., written, audio, video, infographics in varying styles and formats for different channels



Desirable Skills

- Strong storytelling ability with excellent verbal and written communication skills
- Able to identify topics that engage audiences, as well as identify and articulate new approaches to communicating with customers
- Good analytical skills
- Meticulous approach to spelling, grammar and accuracy
- Good knowledge or understanding of marketing principles, channels like PPC and SEO and the sales funnel
- Background in Marketing or Communications preferred, or experience across the whole marketing mix
- Marketing or Communications-related degree or equivalent would be an advantage
- Ability to prepare and present reports in a clear and concise way
- Empathetic, customer-centric thinking

Personal Attributes

- An interest in marketing with a real desire to learn, develop and contribute
- Passionate about delivering innovative and compelling marketing content
- Inventive with creative ideas on how to engage audiences
- Excellent time management and organisational skills
- Self-motivated team player who has the confidence to work independently but with support
- Champion of a 'Test-and-Learn' approach
- Highly organised and creative
- Curious – able to identify topics that engage audiences, as well as identify and articulate new approaches to communicating with customers