



## Job Specification

<b>Position</b>	Marketing Executive
<b>Reporting to</b>	Group Marketing Manager
<b>Purpose of Role</b>	<p>The Marketing Executive is responsible for supporting the Group Marketing Manager in all marketing activities and administration to execute the marketing plans in line with strategic corporate direction. This includes creating case studies, organising and attending trade event, creating marketing collateral and responding to customer requests for marketing support.</p> <p>This person will be responsible for the planning and implementation of marketing activity for one or more product categories, working closely with other departments to 'own' and deliver product launches and communications.</p> <p>This person will be working closely with the sales team, major distribution partners, industry associations, lobby groups, external agencies and journalists, as well as internal departments.</p>
<b>Key Responsibilities</b>	<ol style="list-style-type: none"> <li>1. Support the Marketing Manager in all areas of the marketing mix</li> <li>2. Research market intelligence and trends, industry reports and competitor behaviour.</li> <li>3. Update and create marketing collateral including catalogues, brochures, videos and POS.</li> <li>4. Provide and support the Digital Marketing Executive with web content.</li> <li>5. Provide content and support with email communications.</li> <li>6. Brief specific SEO work related to 'owned' products.</li> <li>7. Provide content for social media channels.</li> <li>8. Support external sales teams to ensure they have the tools available to uphold Brigade's corporate identity.</li> <li>9. Briefing and managing internal / external agency support as necessary.</li> <li>10. Have a flexible approach to work across different projects at any one time.</li> <li>11. Ability to plan and take initiative to organise and prioritise own workload</li> <li>12. To plan and implement marketing activity for one or more product categories.</li> <li>13. Support the Product Management team in delivering product communications and launches.</li> <li>14. Support subsidiaries in delivering regional marketing activity.</li> <li>15. To work beyond business hours and attend UK, European and</li> </ol>



	global trade shows as required.
<b>Key Tasks, but not limited to</b>	<ol style="list-style-type: none"><li>1. Assist the Marketing manager in fulfilling internal and external customer requests.</li><li>2. Help to organise and attend exhibitions across the UK, Europe and ROW.</li><li>3. Visit customers to create testimonials, case studies and articles for publication in trade magazines, digital communications and websites.</li><li>4. Manage press cuttings and distribute PR coverage and articles of interest to relevant stakeholders within the business.</li><li>5. Database management – record leads from exhibitions.</li><li>6. Proof read documents for external release.</li><li>7. Communicate new/updated products internally &amp; externally.</li><li>8. Additional tasks to deliver Marketing Dept. objectives as necessary. Organise and prioritise own workload</li></ol>
<b>Limits of Authority</b>	<i>No direct budgetary responsibility.</i>



## Person Specification

Essential	Ideal
<p><b>1. Education and Training</b></p> <p>1.1 A-level or equivalent standard of education; English grammar and good writing style needs to be particularly strong.</p> <p>1.2 High level of numeracy and literacy.</p> <p>1.3 Strong computer literacy including Excel, Word and PowerPoint.</p>	<p>CIM Professional Certificate preferred but not essential.</p> <p>Relevant degree.</p>
<p><b>2. Experience and Skills</b></p> <p>2.1 At least 1-2 years previous marketing experience.</p> <p>2.2 Must have proven writing skills.</p> <p>2.3 Must have exceptional organisational skills.</p> <p>2.4 Able to demonstrate strong co-ordination skills.</p> <p>2.5 Attention to detail is critical.</p> <p>2.7 Natural creative ability.</p> <p>2.8 Able to multi-task effectively.</p>	<p>Experience within a B2B marketing environment ideal but not essential.</p>
<p><b>3. Personality and Motivation</b></p> <p>3.1 Self-motivated and takes full responsibility for the quality of own work.</p> <p>3.2 Resourceful in providing creative support.</p> <p>3.3 Practical aptitude with methodical approach.</p> <p>3.4 Able to work to tight deadlines.</p> <p>3.5 A constant desire to improve on the status quo.</p>	
<p><b>4. Interpersonal Skills</b></p> <p>4.1 High level communication skills with the ability to communicate effectively with customers, management and colleagues.</p> <p>4.2 Helpful and approachable.</p> <p>4.3 Strong customer orientation.</p> <p>4.4 Team player.</p>	
<p><b>5. Other requirements</b></p> <p>5.1 Innate time manager.</p> <p>5.2 Ability to work flexibly beyond normal business hours when required.</p>	