


## Job Specification

<b>Position</b>	Marketing Executive - UK
<b>Reporting to</b>	UK Marketing Manager
<b>The Company</b>	<p>Brigade Electronics, established in 1976, is at the pinnacle of commercial vehicle and mobile plant safety. A founder and innovator of sensing and monitoring systems that have helped save countless lives across the globe for over forty years.</p> <p>Whilst our portfolio can be emulated, our commitment to vehicle safety, our reliable, trusted products and our dedicated team of experts, cannot. We invest in people as well as technology. Everyone in the Brigade family understands the life-changing significance of the products and service we provide and the importance of outstanding systems that work in the most demanding of situations.</p> <p>The Brigade Group organisation is based in the UK and has subsidiary companies in the USA, Canada, Germany, France, Italy, The Netherlands and Poland, and selling in to over 80 countries world-wide via our National Distributor network.</p>
<b>Purpose of Role</b>	<p>The Marketing Executive is responsible for supporting the UK 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 events, creating marketing collateral and responding to customer requests for marketing support.</p> <p>This person will be working closely with the sales team, major distribution partners, external agencies and internal departments.</p>
<b>Key Responsibilities</b>	<ul style="list-style-type: none"> <li>• Support the Marketing Manager in all areas of the marketing mix</li> <li>• Assist in the implementation of marketing activities in line with the overall marketing strategy.</li> <li>• Liaise and build strong relationships with internal and external stakeholders</li> <li>• Use Graphic Design skill to assist the production of marketing communications, promotional materials and collateral</li> </ul>

	<ul style="list-style-type: none"> <li>• Co-ordinate and attend seminars, exhibitions and customer hospitality events as required.</li> <li>• Contribute in co-ordinating and designing the look and feel of exhibitions stands</li> <li>• Research market intelligence and trends, industry reports and competitor behaviour.</li> <li>• Contribute content for web, PR and social media channels</li> <li>• Support external sales team to ensure they have the tools available to uphold Brigade's corporate identity.</li> <li>• Briefing and managing internal / external agency support as necessary.</li> <li>• Maintain strong knowledge of all products and services.</li> <li>• Have a flexible approach to work across different projects at any one time.</li> <li>• Plan and take initiative to organise and prioritise own workload</li> <li>• Work beyond business hours and attend UK trade shows when required.</li> </ul>
<b>Key Tasks, but not limited to</b>	<ul style="list-style-type: none"> <li>• Assist the Marketing manager in fulfilling internal and external customer requests.</li> <li>• Help to organise and attend exhibitions across the UK.</li> <li>• Visit customers to create testimonials, case studies and articles for publication in trade magazines, newsletters and online.</li> <li>• Database management – record leads from exhibitions.</li> <li>• Proof read documents for external release.</li> <li>• Manage and monitor marketing budget spreadsheet ensuring that invoices are logged and passed for payment.</li> <li>• Additional tasks to deliver Marketing Dept. objectives as necessary.</li> <li>• Organise and prioritise own workload</li> </ul>

## Person Specification

Essential		Desirable		
<ul style="list-style-type: none"><li>• Excellent working knowledge of Excel, and PowerPoint.</li><li>• Excellent working knowledge of Adobe Creative Suite Programmes – InDesign, Photoshop, Captivate and Premier Pro</li><li>• Experience using email Marketing Software</li><li>• Experience using a Customer Relationship Management (CRM) systems</li><li>• Well-developed communication skills both verbal and written</li><li>• Excellent organisational skills</li><li>• Good analytical and numerical ability</li><li>• Ability to solve problems and consider a range of possible solutions.</li><li>• Ability to use initiative, work under pressure and as part of a team.</li><li>• Confidence to effectively communicate with customers and colleagues.</li></ul>		<p>CIM Professional Certificate or equivalent preferred.</p> <p>Relevant degree or CIM equivalent desirable but not essential.</p>		
<p><b>Personality and Motivation</b></p> <ul style="list-style-type: none"><li>• Self-motivated and takes full responsibility for the quality of own work.</li><li>• Resourceful in providing creative support.</li><li>• Able to work to tight deadlines.</li><li>• A constant desire to improve on the status quo.</li></ul>				
<ul style="list-style-type: none"><li>• Having confidence when dealing with both colleagues and customers</li><li>• Ability to manage different and wide-ranging personalities.</li><li>• Ability to build key relationships with stakeholders across the business.</li><li>• Being able to take the initiative and problem</li></ul>				
<div></div>		<div><div>Document title</div><div>Job Description – Marketing Executive - UK</div><div><div>Revision no.</div><div>1</div><div>Issue Date</div><div>Jan 2024</div><div>Classification</div></div></div>		<div>Page</div> <div>3</div> <div>of</div> <div>4</div>

<p>solve as required to help the business processes.</p> <ul style="list-style-type: none"><li>• Flexibility to undertake a varied range of tasks</li></ul>	
<p><b>Other requirements</b></p> <ul style="list-style-type: none"><li>• Ability to work flexibly beyond normal business hours when required.</li><li>• Ability to work on multiple projects at any one time.</li><li>• Ability to prioritise according to business need.</li></ul>	

Employee Signature: \_\_\_\_\_

Date: \_\_\_\_\_