

## Job Description

<b>Job Title:</b>	Marketing Executive
<b>Date:</b>	04/01/24
<b>Reports to:</b>	Head of Marketing and Product Management
<b>Direct reports:</b>	N/A
<b>Location:</b>	Marketing

### Objective:

As Marketing Executive, you will be responsible for many of the online aspects of marketing activity we run at Bradbury Group, including website and social media campaigns. This will encompass creative, analytical, digital, commercial and administrative responsibilities. This role will work closely with the sales, production and distribution departments.

### Areas of responsibility:

- Management of Bradbury Group's social media channels
- Managing, monitoring & optimising digital campaigns
- Monitoring & analysing related campaign data (results, conversion rates etc.)
- Development of new web content with focus on SEO and monitoring Google Analytics data
- Writing and proof-reading copy (such as press releases, trade articles etc)
- Creation of video content for online channels
- Organising events, webinars and product exhibitions
- Designing marketing assets for the group of brands including: posters, brochures, flyers, social graphics
- Sourcing branded merchandise, marketing assets and promotional materials
- Leading & coordinating internal communications to all group employees
- Management & writing of awards entries
- Responding to and/or delegating incoming marketing enquiries
- Developing & executing marketing plans for all of the group's brands
- Maintaining intranet design & content
- Supporting with the Social Committee & coordinating activities
- Recording & editing video & taking regular product/company wide images
- Supporting with customer marketing campaigns including direct email
- Supporting the Head of Marketing with product launch planning & execution
- Development and running of CPD campaigns
- Use of external CRM system and development of customer personas
- Development of the marketing content calendar
- Working regularly with external agencies

Any other reasonable duties requested by your Manager



Person Specification

		E	D
<b>Qualifications</b>	Batchelors degree in Marketing, business or related field	✓	
<b>Experience</b>	Minimum 3 years' experience in marketing role	✓	
<b>Skills/Knowledge/Abilities (Aptitudes/personal attributes)</b>	<p>Proficient in Adobe Creative Suite including Photoshop, InDesign and Illustrator</p> <p>Excellent understanding of traditional and digital marketing methods including SEO and social media</p> <p>Understanding of photography and videography production</p> <p>Excellent written and verbal communication skills</p> <p>Excellent copywriting skills</p> <p>Good analytical, organisational and time management skills</p> <p>Self-motivated and able to meet strict deadlines in a fast-paced environment</p> <p>Knowledge of marketing and analytics tools such as Google Analytics, CRM systems and Wordpress CMS</p>	<p>✓</p> <p>✓</p> <p></p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p></p> <p></p> <p>✓</p> <p></p> <p></p> <p></p> <p></p> <p></p>
<b>Circumstances</b>	<p>Full UK Driving licence</p> <p>Ability to travel as required</p> <p>Ability to work evenings/weekends as required</p>		✓

E = essential for the job  
D = desirable for the job