

Marketing Executive Job Description

Responsible to: Marketing Manager

Division / Location: Marketing / Swainshill

Hours of work: 08.15 – 5.00 (Monday to Friday)
Occasionally you may be required to work outside these hours.

Purpose of Job: To provide support in the delivery of all aspects of Oakwrights marketing strategy, while ensuring all activity assists in achieving the aims and aspirations of the company by creatively contributing to its success in the longer-term.

Structure



Key Competencies

- Conduct
- Achieving results
- Building relationships
- Planning and organising
- Creativity
- Construction industry experience (advantageous but not essential)

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Main duties and responsibilities

Marketing

- To support the Marketing Manager and Graphic Designer with marketing activity covering the entire marketing mix on a day to day basis
- To work with all internal departments as well as third-party suppliers to promote the Oakwrights brand and maintain brand consistency across all customer touch points.
- To promote Oakwrights through the creation and timely execution of marketing activity including: PR, advertising, digital marketing, literature and all other forms of communication as outlined in the marketing strategy.
- To work with the Graphic Designer to control and coordinate all visual aspects of Oakwrights marketing activity to maintain consistent visual branding across online and offline marketing channels.
- To ensure Oakwrights online presence is accurate, up to date and engaging to all audiences.
- To monitor and report on all marketing activity (offline and digital) using appropriate metrics while working with the Marketing Manager to look at ways to improve campaigns driving Oakwrights marketing forward.
- To work within the approved marketing budget to ensure all activities are delivered on time and within budget.
- To ensure that all Oakwrights stakeholders adhere to the company brand style guide and be an ambassador of the Oakwrights brand.

Communications

- To ensure that marketing campaigns are trackable through UTM tags.
- To regularly create shareable informative and engaging content, appropriate for Oakwrights social media channels.
- To work with the Marketing Manager and internal departments to create appropriate marketing email campaigns designed for maximum impact and engagement.

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- To provide support to the Graphic Designer using creative design tools, (such as the Adobe Creative Suite), to manipulate and update templates with new images, illustrations, plans, schematics etc.

Digital marketing

- To manage all aspects of visual/graphical content with support from the Graphic Designer.
- To organise, edit and manipulate imagery to maintain a fresh and topical look and feel across Oakwrights online presence.
- To create content driven digital marketing campaigns designed for maximum impact and engagement.
- To regularly update Oakwrights website via its content management system with new content.
- To manage Oakwrights social media presence; update, create and post new content across all channels, maintaining a consistent online presence.
- To develop and maintain digital marketing campaigns including PPC and social media advertising.

Media Relations

- To source and amend visuals including, photos, technical diagrams, plans, drawings for advertorial/editorial in magazines and other publications.

Event Management

- To book upcoming shows and pass relevant details to stakeholders across the business.
- To liaise with the Sales department and Marketing Manager to create briefs that will support the achievement of expected return on investment for each event.
- To meet the upcoming needs for marketing, and promotional literature, related to future events where Oakwrights have an involvement or presence.
- To support the varying needs of the Sales Team with the production of new literature and visual content as the market and products we offer changes.

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Qualifications and experience

- A marketing related qualification
- Minimum 12 months experience in a marketing related role
- A proven knowledge of social media channels
- Experience working in a deadline driven environment.
- Excellent IT skills using the Microsoft office and Adobe Creative Cloud suite of products.
- Experience working in a customer focused environment.

Particular aptitude / skills

- Confident communicator
- Ability to work independently and as part of a team
- Assertive
- Good telephone manner
- Positive approach and aptitude for problem solving
- Good organisational skills and attention to detail.