

OAKWRIGHTS®

Beautiful by Nature

Senior Marketing Executive Job Description

Responsible to: Head of Marketing

Division / Location: Marketing / Swainshill

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

Purpose of Job: To actively contribute to Oakwrights' comprehensive marketing strategy, including affiliated brands, by ensuring that all initiatives align with the company's overarching goals and contribute creatively to its long-term success.

Structure



Key Responsibilities

- **Digital Strategy Development:** To support the Head of Marketing in the development and implementation of comprehensive digital marketing campaigns aligned with business goals, ensuring a strong online presence and brand consistency.
- **Mentoring:** To mentor and support the Marketing Assistant providing guidance and coaching.
- **Campaign Management:** Plan, execute, and optimise digital marketing campaigns across various channels, including SEO, SEM, social media, email marketing, and content marketing.
- **Data Analysis:** To work with the Head of Marketing to analyse marketing performance metrics, providing insights to make data-driven decisions. Continuously monitor and improve campaign performance to support lead generation.

OAKWRIGHTS®

Beautiful by Nature

- **Content Development:** Collaborate with our content writer and external agencies to develop engaging and relevant content for digital campaigns, websites, and social media platforms. This includes written content, video and podcast production.
- **Market Research:** Stay up-to-date with industry trends, competitor activities, and emerging digital marketing technologies to identify opportunities for growth.
- **Reporting:** Prepare regular reports and presentations to communicate campaign results and recommendations to the Head of Marketing.
- **Collaboration:** Work closely with cross-functional teams and third-party suppliers to ensure alignment and a consistent brand message.

Qualifications:

- A marketing related qualification
- Proven experience (2+ years) in digital marketing, with a track record of successful campaigns.
- Strong understanding of digital marketing channels, strategies, and tools
- Desirable, but not essential, a knowledge of Canva and Hubspot (training will be given if required).
- An understanding of marketing analytics and reporting tools (Google Analytics, AdWords, SEO tools, etc.).
- Excellent written and verbal communication skills.
- Creative thinker with the ability to identify and act on new opportunities.
- Strong project management skills and attention to detail.

If you are an experienced Marketing Executive looking to take your career to the next level and make a significant impact within a growing company, we encourage you to apply for the Senior Marketing Executive position at Oakwrights.

Organisation

Excellent time management and organisational skills, both in reference to themselves and individual projects

OAKWRIGHTS®

Beautiful by Nature

Personal requirements:

Well presented, neat and tidy at all times, especially when dealing with external parties, clients etc.

Positive approach and aptitude for minimising problems.

Responsibility for own work, self-motivation, flexibility and enthusiasm, ability to take initiative. Able to give and take constructive criticism.

Actively contribute to departmental events to maximise team morale and performance.

Rigorous attention to detail and quality.

Relationships and Communications

Good communication and friendly manner.

Do not work in isolation, ensure that all information is two way with your key colleagues and line management.

Speak well, with a clear voice and good telephone manner.

Good written skills, able to communicate clearly in letter or electronic form.

General Demeanour and Department

See the big picture and be a part of the whole team.

Be a sounding board for others, see both sides and be able to identify the pros and cons, and be able to take a balanced view, and see the positives in any given situation.

Action procedures, Oakwrights company protocols, rules, & methods, standard forms and documents to both simplify and speed-up the Oakwrights in-house standard processes.

Contribute (when required or inspired) to all aspects of the general operation

Generally picking up the baton if it gets dropped, sweeping up the debris, picking up the pieces, and ensuring that where feasible, things don't get forgotten; - keeping the chaos at an enjoyable and exciting / stimulating level. Always present Oakwrights as the hassle free solution provider, giving a first rate, friendly, can-do service.