

Job Description – Marketing Executive

Department : Sales & Marketing

Line Manager : Head of Sales Operations & Marketing

Role Overview

The role will involve working on a variety of marketing activities and campaigns, also incorporating aspects of events and PR. Responsible for assisting with the website and social media content updates, and play a role in growing our database through research activity. Liaising with external designer and web developer for content generation and running campaigns across multiple platforms with the objective of lead generation and nurturing.

Key tasks and responsibilities

- Developing and implementing brand guidelines across online platforms from website to social media
- Design and Collateral – from concept to delivery
- Data growth and management
- Research and analysis
- Lead generation, nurturing and monitoring results based on sales activity
- Commercial awareness and finding opportunities for campaigns
- Social Media – planning and delivery
- Securing PR coverage
- Events Planning and Delivery
- Internal Communications

Key deliverables

- Weekly social media planner for approval
- Research data (as requested)
- Delivery of Internal Comms Activity (weekly and monthly emails, updating notice boards and TV etc)
- Reporting on Leads – Using SF and HS
- Maintenance of website content
- Maintenance and cleansing of Hubspot data
- Ownership for brand guidelines and company use

Experience/Qualifications

- Understanding of Wordpress CMS system
- Understanding of Salesforce CRM
- Understanding of Hubspot Marketing Platform
- Understanding of Google Analytics
- Basic In-Design Skills

If you are interested in this position, please send your updated CV to hr@restrata.com.