

<b>Title:</b>	Marketing Executive
<b>Reports to:</b>	Group Marketing Manager/ Overseas Marketing Director
<b>Based at:</b>	Skipton
<p><b>Key Objectives:</b></p> <p>To develop and manage marketing strategies to deliver leads from candidates (candidate attraction) and client generation (education settings)</p>	
<p><b>Key responsibilities and accountabilities:</b></p> <p><b>Sales &amp; Marketing</b></p> <ul style="list-style-type: none"> <li>▪ Plan &amp; carry out direct marketing activities to agreed budgets, volumes &amp; timescales</li> <li>▪ Create on going candidate attraction campaigns to maximise the business opportunities presented.</li> <li>▪ Creation/ assisting with the design and management of printed Marketing collateral (using indesign/photoshop) including leaflets, posters and flyers. This can involve writing and proofreading copy, and liaising with designers and printers through to receipt &amp; distribution</li> <li>▪ To monitor measure and review the success of each of the campaigns against their objectives</li> <li>▪ To change and modify campaigns and plans as appropriate</li> <li>▪ To propose innovative and creative ways of utilising our marketing offer to meet the company aims and objectives</li> <li>▪ Event Management , creation/ co-ordination of branded merchandise, health and safety audits, social media promotion etc</li> <li>▪ Conduct market research, competitor &amp; customer surveys</li> <li>▪ Creation of digital and online marketing content</li> <li>▪ Updating and refreshing the content of the website</li> <li>▪ Creation of professional on brand PowerPoint presentations</li> <li>▪ Creation of mailshots headers responsive to the business needs</li> <li>▪ Internal Communications and internal Marketing</li> <li>▪ To demonstrate skill and ability with technical aspects of marketing to minimize the</li> </ul>	

- use of external suppliers
- To budget, manage & identify advertising
- To complete any other duties as may be expected in a post of this level

**Qualifications/Attributes**

- Have knowledge of a wide range of marketing techniques & concepts
- Be proficient with IT marketing and content software
- Indesign/ photoshop experience/ skills beneficial
- Understanding and experience of using email marketing platforms
- Competency and ability to maintain websites and look at monitoring and data analytics.
- Good understanding of google ad words and PPC Campaigns
- Event Management experience
- Good copy skills
- Can work independently and autonomously.
- Outstanding attention to detail with low error rate in creative work

**To Apply:** Please email your CV to [melanie.crewe@justteachers.co.uk](mailto:melanie.crewe@justteachers.co.uk)