**1. General Information**

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| Job Title | Marketing Executive / Digital Marketing Executive |
| Department | FMP Global |
| Line Manager | Marketing Director |

**2. Position Objectives**

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| As **Marketing Executive** you will undertake marketing projects for the benefit of our company. You will organize creative campaigns and promotional events that can make a difference for our company’s success according to trends and customer requirements.  The Marketing Executive should be passionate for the “art” of marketing and will have an abundance of ideas for building efficient strategies. He/she must be prepared to use an arsenal of techniques and methods to promote our products, services and public image.  The goal is to reach out to the market and cultivate the customer’s interest in FMP products and services in ways that strengthen our reputation and facilitate our continuous growth. A core part of the role will be focussing on lead creation. |

**3. Duties & Responsibilities**

Group the job duties / tasks into major areas of responsibility and list together with the percentage of time required.

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| Organize and oversee communication campaigns (social media, blogs, Dotmailer email campaigns.), exhibitions and promotional events to drive lead creation | 45% |
| Write copy for diverse marketing distributions (brochures, press releases, website material etc.) and associated input/creation (Wordpress and Coschedule) | 20% |
| Internal communication – Monthly Update, FMPTV, Live streaming, posters, competitions, All staff event | 10% |
| Liaison with external suppliers, stakeholders and clients | 8% |
| Initiate and control market research and surveys to assess customer requirements and markets, evaluate trends, brand awareness and competition ventures | 3% |
| Monitor progress of own objectives and wider campaigns using various metrics and submit reports of performance | 4% |
| Collaborate with Marketing Director in preparing trade shows and events and monitoring expenses, Conceive and develop efficient and intuitive marketing tactics | 10% |

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| Secondary Responsibilities  Supporting the Marketing Director and other colleagues  Ensuring Marketing legislative principles are followed, and compliance to Data protection, TPS legislation and ASA regulations.  Follow CPD principles under CIM to continually grow in the role  Fulfilling any objectives and targets set out in annual appraisals or other meetings  Any other duties as may from time to time be reasonably required |

**4. Key Working Relationships**

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| Job Title/Department | Purpose of Contact |
| Marketing Director | First point of contact for Marketing Executive, general support of your day to day role, escalation of queries where required. |
| Group Sales Director/ Head of Sales UK / Sales and Account Managers | Understanding sales needs and supporting the UK and International sales teams in the creation of leads discuss event attendance and involvement, tenders support, and ensuring excellent lead reporting and analysis through Zoho |
| Director/ CEO | Ad hoc requests. |
| HR Manager / IT team | Internal communications, FMP TV, live broadcasts, video |
| Channel Manager /MCN | Supporting Channel manager and subsidiary company with campaigns to build business |
| External suppliers | Website, PPC, Creative, Print and other key supplier relationships. Ongoing day to day contact as needed |
| Other team members | Liaising with team members for guidance and support |

**5. Decision Making Authority**

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| As well as all Company policies and procedures, the Marketing Executive must comply with any legislation specific to the role. Any spend to be agreed with Marketing Director before commitment. However, as role progresses greater autonomy on decision making to create a high performing team. |

What issues should be referred to the Marketing Director before taking action?

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| Requests that detract time from scheduled activity  Unusual requests that involve budget consideration  Any complaints regarding marketing’s activity |

Which of the following statements best describes the decision making authority of this role?

* Follows routine procedures; no independent decision making; performs work under close guidance.
* Some independent decision making; makes recommendations; others take action; performs work under moderately high level of guidance.
* Makes recommendations and gives direction to others; performs work fairly independently or with minimal guidance.
* Independent decision making; takes independent action with little direction or supervision.

**. Job Specification**

Summarise the specific knowledge, skills and abilities the job requires.

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| Factor | Essential | Desirable |
| Qualifications | BSc/BA in marketing or other relevant qualification | CIM diploma or other marketing qualification |
| Experience | Proven Marketing Executive Experience or similar role, planning and marketing best practices | Outsource experience / software experience / International (US) experience |
| Knowledge | Creativity and commercial awareness. Familiarity with social media and web analytics. Proficient in MS Office and marketing software | Good knowledge of outsourcing, payroll and software |
| Communication Skills | Excellent communication and people skills. Able to interact at all levels within the business and externally | Able to deputise for the Marketing Director |
| Analysis and Research | Good understanding of market research techniques, data analysis and statistics methods |  |
| Personal Attributes | Committed, helpful, trustworthy, good team worker. Able to interpret stakeholder needs quickly and replay into brief for campaign or artwork. Able to work independently or within a team | Able to add weight to marketing’s influence on strategy and business focus. |

**7. Special Job Conditions**

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| Travel to client or agency sites may be required from time to time. Infrequent visits to other offices. |

**Job Holder**

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| --- | --- |
| Name |  |
| Signature |  |
| Date |  |

**Line Manager**

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| --- | --- |
| Name |  |
| Signature |  |
| Date |  |