

POSITION: Marketing Executive

REPORTING: Marketing Manager

DEPARTMENT: Customer Experience / Transformation

DATE: June 2022

VERSION NUMBER: 1

SUMMARY OF ROLE AND INTRODUCTION

Established in 1986, Air Business is a market-leader in global mail, fulfilment, distribution and subscription management. The company has launched a major brand review and the purpose of the Marketing Executive role is to help ensure the day-to-day marketing and communications activities can be delivered successfully in parallel.

The Marketing Executive will report to the Marketing Manager and support them to drive Air Business's lead generation and brand awareness activities. The successful candidate will need experience of running campaigns and projects, events and sponsorship, copywriting, and Content Management Systems.

The role is challenging but you will be able to thrive in an environment that will be varied in nature and will expose you to all aspects of the business.

PRINCIPAL RESPONSIBILITIES AND IMMEDIATE TASKS

- Creating and managing multi-channel campaigns
- Writing and managing email newsletters for external and internal audiences
- Maintaining the company website and producing engaging content (using WordPress)
- Administering the employee engagement app
- Briefing our external design agency and managing the projects to completion
- Creating and managing content for the company websites and social channels
- Assisting in the creation of collateral such as presentations, brochures and handouts
- Planning and coordinating events
- Planning, drafting and managing Social Media activity
- Liaising with the Sales team and other internal stakeholders

PERSON SPECIFICATION

KEY SKILLS

- Proficient skills with MS Office, email marketing software and Content Management Systems
- Experience delivering traditional and digital campaigns
- Strong copywriting skills
- An ability to prioritise work and manage multiple projects simultaneously, while keeping a strong attention to detail
- An enthusiastic, flexible attitude
- Confident interpersonal skills

KNOWLEDGE & EXPERIENCE

- Minimum of 3 years in a similar marketing position, with experience in a logistics or publishing business a bonus

ADDITIONAL REQUIREMENTS

- Full UK driving licence preferable
- Ensuring that all responsibilities are met in accordance with company quality procedures
- Understanding the need for confidentiality when dealing with both internal and external information

PERSONAL ATTRIBUTES

- Friendly, organised, professional, team worker, unafraid of challenge or change, flexible, self-motivated and proactive
- Willingness to promote and support long-term strategy for growth

QUALIFICATIONS

- Educated to degree level, or equivalent experience and competence
- Proficient in the use of marketing software and content management systems
- Computer skills' including Excel / Word / Outlook – a good level is required

SCOPE OF POSITION

- Normal hours will be 09:00 hrs to 17:30 hrs Monday to Friday, with 1 hour for lunch.

LOCATION

This position is located at our Head Office, The Beacon, Hatfield, Hertfordshire. We offer hybrid working.

It is the company's intention that this job description is seen as a guide to the major areas and duties for which the jobholder is accountable. However, the business will change, and the jobholder's obligations are bound to vary and develop, so the job description should be seen as a guide and not as a permanent, definite and exhaustive statement.