

## Job description

<b>Job Title</b>	<b>Marketing Executive</b>
<b>Objective of the role:</b>	Produce and publish content to our digital channels, including articles, product listings, email marketing, and web content that contributes to direct growth in lead generation and ecommerce.
<b>PART 1 – FUNDAMENTAL PERFORMANCE MEASURES</b>	
<b>Outcomes</b>	
<p><b><i>Creation of content and assets that help contribute to increased lead generation and online sales</i></b></p> <ul style="list-style-type: none"> <li>• Produce and publish content to our digital channels, including articles, product listings, email marketing, web content</li> <li>• Artwork production, editing and optimising images for web</li> <li>• Design and production of infographics</li> <li>• Web design landing pages to support PPC activity</li> <li>• Contribute to design of new pages and layout within existing websites</li> <li>• Write product listings for ecommerce channels including Amazon</li> </ul>	
<p><b><i>Contribute to brand-building activity within Commercial Drinking Water companies</i></b></p> <ul style="list-style-type: none"> <li>• Build brand and customer engagement through social media channels (inc Facebook and LinkedIn)</li> <li>• Design of some offline (print) collateral including brochures</li> <li>• Build case studies content for non-owned channels</li> </ul>	
<p><b><i>Personal career development</i></b></p> <ul style="list-style-type: none"> <li>• Identify 2 areas of personal development and create an annual action plan to support and execute it. These are to be agreed with your Manager.</li> <li>• Explore the use of SMART targeting Specific, Measurable, Attainable, Relevant, Time-bound.</li> </ul>	

## PART 2 – WHAT YOU DO, WHAT YOU KNOW, WHO YOU ARE...

### Knowledge, skills, and experience

- Relevant diploma or degree in a design discipline
- Proven graphic design and/or web design
- Demonstrable understanding of good Customer Experience/User Experience
- Copywriting skills
- Good working knowledge of graphic design software (e.g. Photoshop, Illustrator, InDesign)
- Experience of using social media to create customer engagement/build brand awareness
- Basic understanding of web analytics
- Excellent at multi-tasking with strong discipline for working independently
- Awareness of important of brand guidelines

### Behavioural Competencies

- High attention to detail – can demonstrate specifically what this means in a design & content capacity.
- Ability to work independently – the role will require a good deal of working from home. Understands this and is self-driven and self-disciplined.
- Clear communication – can express themselves succinctly through written communication, both internal (company) and external (customers)
- Multi-tasking – ability to juggle multiple tasks at the same time, whilst ensuring output never suffers. Working to project ‘sprints’ alongside the rest of the team.
- Customer focus – understands the needs of external and internal customers, taking action and ownership to resolve issues.
- Commercial mindset – e.g. understands how their output is linked to generation of sales.

### Red Flags

- Fails to support the Sales and Customer Service teams or has little time for them
- Lacks attention to detail – makes basic and avoidable mistakes repeatedly
- Fails to get back to people in a timely way
- Passes the buck or blames others
- Is arrogant, overconfident, intimidating, and aggressive
- Panics under pressure
- Does just enough to get by
- Lacks passion
- Lacks accountability and frequently misses deadlines

Location: Wimbledon / possible flexibility on location

Reporting to:

**This job description is not a definitive list of responsibilities but identifies the key components of the role. The specific objectives of the post holder will be subject to review as part of the individual performance review process.**