

Marketing Executive Role

We're looking for an enthusiastic individual, with digital marketing experience who is ready to take a leap into a responsible but rewarding new role. Good organisational skills and a natural communicator are essential attributes, with an ambitious outlook to make a real difference within the business.

In return you will receive support from leaders within the business as well as guidance from our marketing agency partner.

Digital

- Collaborate with internal teams and external agencies to create a 12 month marketing strategy and activity plan aligned to key business objectives.
- Work in partnership with our marketing agency to ensure cost effective, timely, measurable and high-quality campaigns are delivered.
- Social media management across all the brands, this will include content creation, graphic sign off and scheduling across a platform such as Hootsuite or SocialBee.
- Website management across the brands including updating policies, procedure changes and internal vacancies within our career section. Housekeeping of job advertising across the brands to ensure standards are maintained. Co-ordinate latest news and SEO articles with our marketing agency.
- Collaborate with internal teams and marketing agency to ensure local branch activity is captured within social media, and latest news.
- Align closely with the recruitment teams across the brands to ensure consistency of messaging and sharing content for relevant channels.
- Coordinate all relevant measures of tracking activity, including Google Analytics and Facebook Insights to create monthly reports.
- Monitor, analyse and create quarterly reports on competitor activity

Business Development

- Support our business development team, by ensuring all marketing material is kept up to date.
- Co-ordinate the collation of new testimonials from both clients and candidates
- Support the team with amendments to presentations and proposals.
- Co-ordinate event attendance by organising marketing material for the day.

Business & Brand Support

- Ensure all marketing material is up to date across the business such material to support candidate journey (ie registration process).
- Co-ordinate yearly candidate service survey via survey monkey
- Identify 'Award' opportunities and co-ordination their submission
- Liaise with our marketing agency to complete our yearly Best Companies Survey

- Co-ordinate our yearly conference
- Liaise with printers for business cards, calendars, banners etc

Experience

- Good understanding of the use of a range of social media platforms, particularly in relation to LinkedIn and Facebook
- Strong copywriting and editing skills suitable for each platform,
- Creative skills for contributing new and innovative ideas
- Strong communication and people skills for articulating ideas to colleagues
- Good team working, collaboration and networking skills
- Organisational skills, with the capacity to prioritise and work across multiple projects
- Project and campaign management skills

Interested?

For an informal chat and to find out a bit more about the marketing strategy, please feel free to contact Claire Doherty, on 07392 298787 or email claire@dohertymarketing.com who has been co-ordinating our marketing for several years.

To find out more about the company and culture email careers@operam-education.co.uk