



Job description

Job title	Digital Marketing Executive
Department	Sales & Marketing
Reports to	Marketing Manager/Sales & Marketing Director
Financial sign-off limit	£0

Position summary

Main job functions

Reporting to the Marketing Manager, you will assist in the development and execution of Countrystyle's Sales & Marketing strategy.

Job location

Ridham, Sittingbourne

Main duties – principle responsibilities

Duties/responsibilities (in order of priority)	Approximate % of time to be spent
Involved in all aspects of the Sales and Marketing strategy.	
Design and run digital marketing campaigns.	
Creation of content and writing copy for advertising, direct mail, newsletters, website and social media.	
Undertake regular market research and competitor analysis.	
Running press advertising schedule.	
Design, proof and amend adverts, liaising with design agency where necessary.	
Take ownership and management of internal and external projects/campaigns – including monitoring and reporting of coverage.	
Liaising with Press and Media, dealing with any enquiries as appropriate.	
Maintaining and updating Key Media target list.	



Monitoring website to ensure content is correct and in date, and forwarding enquiries to relevant teams as required.	
Monitoring all aspects of digital marketing and key touch points to ensure content is accurate and assigned KPIs are achieved.	
Developing branding across the business, updating all marketing materials and acting as the brand ambassador of the company.	
Researching new promotional goods (including Christmas gifts), liaising with suppliers, obtaining quotations and placing orders as required.	
Assisting the Sales Team with Direct Mail Campaigns to include: liaising with data suppliers and mailing houses; organising mailshot material including design and copywriting; ensuring distribution levels are maintained; reporting on campaign performance and budgeting.	
Assist with the organisation, set-up and execution of exhibitions and events. To include: diarising and liaising with employees over attendance and arranging invitations; organising supporting promotional materials including advertising, promotional literature, and promotional goods; and attending events and follow-up afterward.	
Assisting the Sales and Marketing Director with the organisation of corporate hospitality. To include: obtaining quotations, putting together packages and placing bookings; organising itineraries, liaising with staff on attendance and arranging invitations.	
Maintain and update company photo library.	
Organising and distributing media and membership subscriptions.	
Maintaining digital files and ensuring contract details etc. up to date for areas of responsibility.	
Comply with all Health, Safety, HR, Quality and Environmental policies and procedures.	

The above list is not exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope and grading of the post. Job descriptions are regularly reviewed to ensure they are an accurate representation of the post.



Person specification

Skills

The post holder will require a certain level of these skills in order to carry out the role.

Essential	Desirable
Excellent copywriting skills including writing creative website content. Excellent proof reading skills and attention to detail. Digital marketing Marketing planning Highly organised Strong communication skills	In-house design skills Branding awareness

Experience

Include specific experience that is important for the post holder to have in order to perform the role.

Essential	Desirable
Marketing experience within a customer facing business. Experience with InDesign and Photoshop. Understanding of SEO & PPC campaigns and reporting. Proof of working to demanding deadlines	Marketing experience using a CRM system – i.e. Salesforce, Sugar, HubSpot. Online and Offline marketing experience. Managing Marketing budget Undertaking market research projects Experience of Waste industry

Qualifications

Academic or professional qualifications that would be important to the performance of this role.

Essential	Desirable
5+ years' experience in a Marketing environment, preferably digital. Proficient in all Microsoft Office applications	Marketing degree and/or CIM qualification

Competencies

Other role specific behaviours or expertise that will give the job holder the ability to succeed and be efficient in this position.

Essential	Desirable
Works well under pressure Able to communicate at all levels A team player Strategic in their approach to Marketing	



Signed

Signed for and on behalf of Countrystyle Recycling Ltd		Date	
Signed by job holder		Date	