

Graduate Vacancy

Job Reference Code	TGR 1779
Job Title	Graduate Marketing Executive
Salary	Up to £22,500
Location	Northamptonshire
Degree Required	Relevant marketing related degree including digital modules.
Skills Required	<ul style="list-style-type: none"> • Must have a strong understanding of current digital marketing concepts, strategy and best practise. • Must have experience in PPC, SEO and Social Media • Experience of CMS websites. • Sound knowledge of the technologies and processes involved in running PPC and Paid Social campaigns • The ability to be proactive with opportunities. • A good understanding of Google Analytics • The ability to deliver the marketing plan. • The ability to manage a budget. • Must display a keen attention to detail and have the ability to prioritise work to meet deadlines. • Smart appearance and ability to act as a good ambassador to the company at all times. • A willingness to work flexibly and to continuously improve skills and competences.
Description of Role	<p>OVERVIEW OF ROLE:</p> <ul style="list-style-type: none"> • Work closely with the Head of Marketing to implement a robust, integrated marketing plan. • Play a pivotal role in the delivery of the annual marketing plan. Ensure every activity is of the highest standard and is capable of delivering results. • Be the first point of contact for all marketing and PR enquiries for both internal and external customers ensuring every query is dealt with in a timely and efficient manner. • Effectively manage, develop and update the marketing database, taking into account data protection requirements.

	<ul style="list-style-type: none"> • Manage the digital implementation of the marketing plan to include all areas such as website, social media and PPC <p>KEY RESPONSIBILITIES:</p> <ul style="list-style-type: none"> • Monitor and evaluate PPC and Social media campaigns • Co-ordinate production of all marketing materials for print, digital and direct mail campaigns. • Provide CMS support for the website. • Be active on all social media channels on a daily basis. Monitor activity and respond with thought where necessary. Report any issues to the relevant Manager. • Provide creative input across all channels. • Work closely with colleagues to manage the effective promotion of the events calendar. • Source and provide signage and implement the Brand across the company in line with the brand guidelines. • Work and develop all relationships with external suppliers to ensure all projects are delivered on time • Identify suitable opportunities within the company, locally, regionally and nationally to maximise the potential of the company and to increase secondary spend. • Manage the distribution of publicity materials both internally and externally. • Attend team meetings as required, producing minutes where asked.
Vacancy Availability	Immediate