

## Graduate Vacancy

Job Reference Code	TGR 1798
Job Title	Graduate Marketing Executive
Salary	£22,000
Location	Northamptonshire
Degree Required	Degree-level qualified in Marketing or related subject, and/or relevant work experience.
Skills Required	<ul style="list-style-type: none"> <li>• Proficient in the use of Microsoft Office packages (Word, Outlook, Excel, PowerPoint, Publisher).</li> <li>• Previous experience in Marketing in a B2B environment.</li> </ul>
Description of Role	<p><b>An exciting challenging and varied role for a bright confident marketing graduate who possess excellent written and verbal communication.</b></p> <p><b>Your main duties will include:</b></p> <ul style="list-style-type: none"> <li>• Assisting with the creation of marketing campaigns.</li> <li>• Exhibition support</li> <li>• Lead capture and collation.</li> <li>• Monitoring and recording of publicity.</li> <li>• General marketing and administrative duties.</li> </ul> <p><b>Key Responsibilities:</b></p> <p><b>Marketing Campaigns:</b></p> <ul style="list-style-type: none"> <li>• Researches UK and Ireland markets and supports the creation of marketing campaigns to aid the development of new customers and the increase in sale of new products.</li> <li>• Monitors the results of marketing campaigns and reports on findings.</li> <li>• Makes suggestions for best practice as a result of findings.</li> </ul> <p><b>Exhibition Support:</b></p> <ul style="list-style-type: none"> <li>• Exhibition preparation including establishing invite lists and the distribution of literature.</li> <li>• Management of all leads generated at exhibitions through the LEAF system.</li> <li>• Input in to post-show review to measure its success.</li> </ul>

	<p><b>Lead Capture and Collation:</b></p> <ul style="list-style-type: none"> <li>• Collates all appropriate leads in the UK via the company website, CAD downloads, 48 hour sample requests, telephone enquiries and any other enquiries which could be viewed as a sales lead.</li> <li>• Processes leads through the LEAF system.</li> <li>• Ensures all leads are directed to the appropriate Regional Manager.</li> <li>• Apply correct Market Segment definitions where necessary.</li> </ul> <p><b>Monitoring and Recording of Publicity:</b></p> <ul style="list-style-type: none"> <li>• Monitor and record both on and offline press coverage in trade publications.</li> <li>• Support the company's social media campaigns.</li> </ul> <p><b>General Marketing and Administrative Duties:</b></p> <ul style="list-style-type: none"> <li>• Maintain stock of catalogues in the UK and distribute as required.</li> <li>• Process POS data.</li> <li>• Provide day to day support to both the Marketing Manager and Senior Marketing Executive where required.</li> </ul>
Vacancy Availability	Immediate