

# Marketing Executive

We're looking for a dynamic and creative **Marketing Executive** to join our growing team at Streets Heaver! This is an exciting opportunity to play a key role in shaping and executing our marketing strategy, driving brand awareness, and engaging with both new and existing clients.

**Main purpose of role:**

To improve Streets Heaver's current marketing activities, in order to increase our presence and visibility in the market place, and to promote the sale of our products and services to both new and existing customers.

**Annual salary:**

£28,000 to £32,000

**Employment Type:**

Fixed Term – 1 Year : (08:30 to 17:15, Mon to Fri)

**Job location:**

Lincoln - Hybrid working (with in office contract) – Minimum of 2 days in the office per week with regular in-office team meetings each month – You can expect to be in the office around 8-10 days a month.

**Reporting to:**

Head of Commercials

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**Duties and Responsibilities:****1) Marketing Campaigns**

- To assist in generating new relationships/opportunities with prospective customers via targeted email campaigns and mailshots
- To assist in the marketing of materials to existing customers, in order to promote product/service awareness and growth of customer accounts
- To notify customers of important product releases/updates and other service notifications
- To survey customers annually to measure feedback on our services (Net Promoter Score)

**2) Company Website**

- To assist in refreshing the content of Streets Heaver's website, including product information, company news, product images and video content
- To assist in managing, monitoring and reporting on website activity, including SEO configuration and Google Ad-Word campaigns

**3) Corporate Literature/Brochures/Videos**

- To design, write and proofread corporate literature and brochures for Streets Heaver and each of our products, which reflect the key messages, features and benefits of our solutions; liaising with relevant other departments where needed for content.
- To assist in the creation of marketing materials; including email campaigns, press releases, case studies and newsletters etc.
- To produce and edit video content and assist in hosting webinars to be published on YouTube, the website and social media.
- To liaise with our chosen design agency, where external design assistance is required

- To enforce and follow brand guidelines, ensuring that brand recognition grows within our target markets

#### 4) **Event Management**

- To assist in organising and to attend Streets Heaver customer or prospect events (Workshops/User Group Meetings/Webinars), which will include researching and booking venues, designing & distributing invitations and chasing up delegate registrations.
- To assist in the creation of presentation materials for Streets Heaver customer or prospect events and occasionally assist in the presentation of it to customers.
- To assist in organising Streets Heaver's attendance at Health Care Exhibitions and attend these events

#### 5) **Executive Assistant**

- To support the Managing Director and Head of Commercials in implementing the agreed sales and marketing plan
- To register, categorise and follow up new sales leads with the sales team
- To assist in maintaining and updating the internal CRM database (Salesforce).
- To assist in maintaining contact with existing opportunities to develop and maintain the sales pipeline

#### 6) **Other**

- To develop and maintain a working understanding of our own products, services, new service packs and modules
- To conduct market research - analyse and monitor competitors, their products and their marketing strategies
- To keep up to date with professional sector news
- To maintain the professional image of the company
- Any other such duties may be reasonably required

#### 7) **Environmental impact**

- Promote sustainable practices to minimise the company's carbon footprint and waste.

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#### **Essential skills**

- Ideally a degree in Marketing or Business Studies, or recent workplace experience within a B2B marketing team
- An excellent command of the English language, both written and speaking, with a GCSE pass at grade B or above.
- Good numeracy skills, with a GCSE pass at grade B or above
- A thorough working knowledge of Microsoft Office (Word, PowerPoint, Excel)
- Excellent organisational skills with the ability to work well under pressure and to deadlines
- Possesses a confident and friendly attitude with a calm, unflustered demeanor and a can do attitude
- Excellent telephone manner and the ability to communicate with all levels of seniority
- Ability to prioritise own workload and respond to the changing needs of the business
- The ability to use initiative and to be able to work both alone and as part of a team

#### **Desirable skills**

- Knowledge of Adobe Photoshop or similar
- Knowledge of Adobe InDesign or similar
- Knowledge of Adobe Premier or similar video creation skills
- Knowledge of WordPress or similar
- Experience in writing B2B promotional copy
- Social Media Management experience
- Experience with Mailchimp or similar email marketing tools
- Google Ads/ Paid ads/ PPC
- An 'eye for design' and interest in technology or health tech

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#### **Why you should pick us:**

- **Dedicated PDP time:** We give you dedicated time to be spent on your personal development each week.
- **We'll help grow your knowledge:** We have a dedicated internal Learning and Development department to help upskill you throughout your career with us.

- **Everyone needs a break sometimes:** We give 22 days' annual leave, plus bank holidays (increasing with service.)
  - **To help you celebrate:** We provide an extra day off for your Birthday.
  - **Make a difference:** Enjoy an extra day off annually to dedicate to volunteering and giving back to the community.
  - **Team building is important:** We have a departmental outings budget so everyone can get to know each other outside of work. We also have regular companywide events.
  - **New starter WFH allowance:** Outside of your technical equipment, which we of course provide, we also give £100 Work from Home Allowance to go toward anything else.
  - **Thinking of the future:** We have Pension & Private Healthcare Insurance schemes.
  - **Drive green:** Take advantage of our electric car leasing scheme via salary sacrifice.
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**Employment is subject to:**

- Successful completion of DBS check with annual renewal
- Proof of eligibility to work in the UK

**The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.**