



Job Specification: Marketing Executive

Are you interested in a marketing career?

The Marketing Team promote the company brand, drive sales of its products and deliver promotions on various media platforms.

What you will be responsible for?

Devise promotional and branding strategies, optimise corporate communications, nurture client relationships, increase and advertise content collateral, and manage products/services.

What do we have in store for you to strengthen your Marketing Experience?

Content and Social Media Strategy, Emailing Campaign, Media Partnerships & Collaboration, SEO & Website Strategy, Design & Branding and Metrics & Data Analysis

Job Description:

- Promote our online and in-person events in accordance with the agreed marketing strategy, making full use of the marketing mix.
- Create and deliver targeted marketing strategies to key business partners.
- Manage and execute digital marketing strategies on social media platforms.
- Identify, negotiate, and administer contra deals with media partners to maximise event exposure.
- Create marketing collateral using Photoshop, in line with company branding.
- Host webinars for the company and key business partners.
- Metrics & Analytics: Campaign reporting to implement new strategies to targeted audience.
- Assist the Marketing Department with day-to-day tasks.

We are looking for someone with:

- Previous experience in a similar role (2 years+)
- Degree in Marketing would be an advantage.
- Excellent written and verbal communication skills, excellent attention to detail and a flair for creativity and innovation.
- Driven and professional with an organised and enthusiastic approach to work.
- Experience and understanding of content management systems.

Benefits of the role:

You will receive a basic salary from £21-24k PA, (24-28k OTE) dependent on experience, Additional benefits include – remote working, pension scheme, and regular social events.

Interested in joining the team? Email your CV and cover letter to careers@oxfordglobal.co.uk

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