



## Marketing Executive

**Job purpose:** To deliver campaign activity in order to meet campaign objectives, building our relationship with members and improving the bottom line.

### Key Accountabilities

- Implement campaigns – managing and manipulating data, copywriting, proofing materials.
- Report on activity metrics.
- Report on member feedback gained through marketing.
- Deliver activities within agreed budgets and deadlines.
- Work with stakeholders and suppliers to deliver activities.
- Manage own workload.

### Knowledge, Skills & Experience

#### Essential:

- Degree level educated or equivalent.
- Significant experience in a b2b marketing role at a similar level or above.
- Strong planning and organisation skills with proven ability to multi-task and handle several projects simultaneously.
- Experience of working in a fast paced environment with accountability for delivering campaigns on time and on budget.
- Excellent written communication skills including copywriting.
- Experience of direct marketing via direct mail and/or email, including using mailing lists and conducting evaluation.
- Must be able to use Word and Excel proficiently.

#### Desirable:

- Knowledge of either the legal sector or experience of working for a membership organisation.
- A marketing qualification e.g. CIM, IDM, CAM or other recognised professional post-graduate qualification or related experience.
- Experience of managing design agencies or designers and production agencies/production staff.
- Experience of using a CRM database.



### Planning & Organising

- To plan, organise and manage own workload effectively.
- To manage ongoing relationships with and co-ordinate the marketing workflow through internal teams, external organisations, and suppliers.
- To prepare, manage, refine and de-dupe mailing lists.
- To prepare, manage and communicate, internally, marketing plans for each product.
- To co-ordinate design, print and mail of promotional materials across a wide range of formats and across products and services on a project by a project basis.
- To manage budgets on an individual campaign basis and in the context of overall annual budgets.

### Dimensions

#### Operating environment

Works independently and across the team with close liaison with other internal departments.  
Organisation and multi-tasking required to manage a variable workload.  
Seeks to develop themselves continually to improve performance.

#### Financial responsibility

Project-by-project budget management with referral to the Marketing Manager or budget holders in other departments above pre-set limits.  
Joint responsibility for achieving annual revenue and engagement targets.

#### Creative Responsibility

Produce marketing materials within brand guidelines from conception through to execution. Must be able to copywrite for a variety of audiences, internal and external customers, and a variety of formats.  
Must be able to grasp complex concepts and present them in a clear and understandable way.

#### Analytical Responsibility

Will initially be shown how to compile, manage, de-dupe and refine mailing lists based on results, membership data etc but must then quickly grasp what is required.  
Must be able to gain an understanding of what a particular segment of lawyers need.  
Must be able to conduct post-campaign analyses for ongoing improvement of marketing.

#### Location

Based in London with occasional travel to conferences, exhibitions etc.

