

<p>ROLE: Marketing Executive</p>	<p>GRADE: TBC</p>
<p>REPORTS TO: Sales Director</p>	<p>BUSINESS AREA: Marketing</p>
<p>PURPOSE:</p> <p>The purpose of this role is to assist in the delivery of the <i>Marketing Strategy</i>. It will involve elements of marketing activities including but not limited to Brand, Web and Social Media.</p> <p>New and existing marketing initiatives will be supported by this role.</p> <p>The role is expected to keep up to date with the latest Marketing and Advertising practices, be comfortable liaising across all levels of the business, asserting standards across the organisation, and creating/sourcing new assets to support the development of new products and services offered by CAD-CAPTURE.</p>	
<p>RESPONSIBILITIES:</p> <ul style="list-style-type: none"> • Stakeholder in all internal and external publications/published content • Stakeholder in the production and adjustment of the <i>Marketing Strategy</i> • Manage and maintain the www.CADCAP.com website from a day-to-day operation • Produce new external publications and published content • Develop relationships internal and external stakeholders • Liaise internally and externally where applicable, to create new content, assets, websites / microsites, press releases, business cards, clothing and marketing materials • Maintain and keep the 'Brand Guidelines' up to date • Manage the design and production of physical and digital assets external and internal document templates, assets and guidelines, including but not limited to: user guides, release notes, sales collateral, email signatures, icons and logos, clothing, business cards • Manage the production of demonstration and sales videos, demonstration videos and presentations • Help scoping and drafting go-to-market strategies for new products • Develop an understanding of the whole product suite to help better understand the supporting materials • Actively research good marketing practices and present ideas to keep the business up to date with ways of working 	

- Manage the companies Social Media accounts, marketing and campaigns (at the moment, limited to LinkedIn)
- Understand and deliver where possible, best practices in Search Engine Optimisation (SEO) for the website.
- Produce and proof-read creative materials and copy for use on the website and on publications
- Confident communicator, able to present proposals for new change in a professional manner
- Challenge any inconsistencies with branding before and after publication
- Must communicate in a professional and approachable manner at all times

These responsibilities are not the entire extent of the role, and you may be asked to work on non-marketing project, with other departments in the business to suit the needs of the business.

KEY KNOWLEDGE, EXPERIENCE AND QUALIFICATIONS**Qualifications and Experience;**

- Ideally a graduate with a minimum upper second class degree in a Marketing or other relevant creative subject
- Some junior-level marketing experience is desirable
- Some experience building relationships internally and externally is desirable
- Some experience communicating messages across multiple stakeholders

Qualities

- Has the aptitude to learn, self-develop and keep up to date on new Marketing developments, and develop a reasonable knowledge of complex products and services offered at CAD-CAPTURE
- Willing and able to travel on business occasionally if necessary
- Committed and motivated to owning and delivering marketing and creating work to high standards
- Able to work on the delivery of the marketing strategy with minimal supervision
- Can handle the pressures of high workloads and prioritise based on short deadlines
- Willing and able to raise to stakeholders when more urgent work is going to impact existing work deadlines

Expected Behaviours:

The holder of this role is expected to become a successful member of the team and strive to reach their true potential. To help measure performance against the Marketing Strategy, appraisals and performance and progress meetings may be held from time to time.

BENEFITS

- 25 days holiday + statutory holidays
- Contributory company pension scheme
- Life assurance, including wellbeing support
- Private Medical Insurance
- Profit-sharing scheme
- Long service award – 1 additional day's holiday per year for every 5 years length of service
- Hybrid working