

## Group Marketing Executive

### Introduction

This document provides an overview of the responsibility, supporting tasks, experience, knowledge, personal traits & skills of the Group Marketing Executive. It concerns a complete Group Marketing Executive's responsibility with a strong focus on coordinating and supporting activities.

### Responsibility

As a key team member within the Organisation, the Group Marketing Executive will be a team player who will support the Group Marketing Manager closely and be a completely reliable backstop.

### Tasks

Working primarily on integrated campaigns, you will understand how to work across different materials across different cultures. We have a standardised way of working and strong strategic focus, both of which you must embrace and be the guardian of.

Being a creative thinker is a must. However, being a designer is not essential – but being a good project manager is. Consistency, quality, efficiency and clarity will be your mantra. From timing plans to social media, proofing to brand uniformity, you will proactively manage every aspect of global campaign delivery.

Being a self-starter is vital. This is a fast-paced department and duplication of effort is not on the agenda. Therefore, knowing your responsibilities and owning them fully, without requirement of the Group Marketing Manager to check things are in motion, or have been done, is where you need to be. Multiple campaigns and projects will be running at any one time, often with no break between one and starting another!

We recently underwent a huge re-brand and are currently building a foundation for the future. We want someone who can fully get on board with the brand and apply your experience and knowledge to your work.

### Key Duties

#### ***Coordination of the annual marketing plan***

- Deliver and take a supporting lead on the creation and execution of Global Marketing campaigns
- Support, and in some cases, lead on marketing communications projects from brief to analysis
- Assist in managing brand consistency on a global scale
- Work with the Group Marketing Manager to create social media strategies and content
- Undertake industry reading and share interesting items to support the marketing strategy
- Support subsidiary businesses with the implementation of group wide promotional campaigns
- Ensure close communication and support Marketing Assistants in other countries to ensure local marketing activities are aligned with Group brand

- Be a support to generate case studies and editorials for Group social media and marketing publications (work with Country teams to support)
- Owner of the departmental timings plans with an awareness of present and future timings
- Be able to lead on WIP calls and organise members confidently where appropriate
- Maintain monthly social media reports on a group wide basis for support in campaign measurement

### ***Support with all marketing activities***

- Support with organising of Global exhibitions, events and conferences
- Content creation across print (PR) and a digital context (website, newsletters)
- Source and manage the translation of marketing materials where appropriate
- Support in the creative development of promotional materials across the Group
- Assist dealers and be pro-active with supporting marketing material requests in both a print and digital context
- Manage Group social media accounts from posting at least twice per week on all channels (LinkedIn, Twitter, Instagram and Facebook)
- Issue Group wide communications using platforms such as Mail Chimp
- Liaise with external suppliers and agencies on various marketing communications from initial brief creation
- Quality controller of all marketing materials in the form of proofing every document that leaves the department
- Manage any third parties (photographers etc.)

### **Personal Traits & Skills**

- High Performance attitude & drive; not wanting to be average in terms of personal development
- Excellent organisational skills in every sense and a good time manager
- Equipped with effective and professional communication, interpersonal & listening skills
- Positive attitude radiating energy and drive to accomplish marketing goals
- Be a team player whom is willing and able to support team members in a collaborative way
- Self-starter. Able to work independently, using initiative preferably without supervision
- Proactive and creative with an industrious work ethic
- High standards of delivery and attention to detail as proofing is a primary task
- Capable of working to deadlines while ensuring high quality of results delivered.
- An understanding of Microsoft Office and communication technologies such as Mail Chimp

### **Background & Experience**

#### ***Essential***

- Will have a degree in marketing, business or related subject at 2:1 level or above
- Experience in a marketing communications role, in coordinating and executing marketing plans
- An understanding of the principles of marketing is needed. Proficiency in PPT, excel, Google docs, Teams etc is essential.

#### ***Desirable***

- Experience in dealing with dealer networks
- Agricultural interest

### **Specific remarks**

Specific remarks concerning the job of the Group Marketing Executive are:

- The Group Marketing Executive reports into the Group Marketing Manager.
- The Group Marketing Executive must have a good understanding of the principles of marketing from an appreciation for top-level strategy to tactical promotion
- This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required. Within reason, duties, responsibilities and/or activities may be added, changed or removed at any time with or without notice

### **What We Offer**

- A permanent fulltime position
- An exciting role in an interesting innovative area, within a growing international company
- The possibility to develop yourself in an organisation with a flat structure and entrepreneurial attitude
  - 37.5 weekly working hours
  - Monday – Wednesday 08:00 to 17:00 (onsite)
  - Thursday 08:00 to 16:30 (onsite)
  - Friday 08:00 to 12:00 (working from home)
- EAP System
- 25 days holiday + bank holidays
- Long Service Award Scheme
- Salary Sacrifice pension scheme
- Life assurance, subject to participating in the Company pension scheme

### **Applications**

Via our website, or direct email to [hr-uk@fullwoodpacko.com](mailto:hr-uk@fullwoodpacko.com)

For more information about Fullwood Packo Group please visit our website [www.fullwoodpacko.com](http://www.fullwoodpacko.com)

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