

Job Overview:

Marketing Executive

Salary range: £27,000-£35,000

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| Job Title: Marketing Executive | Location: King's Cross, London | Company: Gratte Brothers Group |
| Reporting to: Marketing Manager | Key Stakeholders: Employees, managers, clients (existing & potential) members of the public. | |

Job Purpose:

The role of the Marketing Executive will be to assist the wider marketing team in the planning and implementation of multi-channel marketing activities, which strive to increase brand awareness and support opportunities for Gratte Brothers Group and its 5 operating companies.

This is an exciting role with a variety of responsibilities with no two days being the same. Responsibilities range from content creation and copywriting, print and digital media, and production of brand assets, all whilst maintaining brand consistency across touchpoints. The ideal candidate will be a passionate brand ambassador and enthusiastic individual who is able to work well within a team environment and support colleagues whilst also being able to perform responsibilities independently.

Key Areas of Responsibility:

- Production of written and visual content and assets which convey consistent brand messaging across touchpoints.
 - Assisting the team with the management of social media, email, SharePoint and website channels.
 - Proactively liaising with internal and external stakeholders to understand their business needs and deliver end-to-end management of multi-channel marketing campaigns which support their requirements.
 - Being a passionate brand ambassador who promotes Gratte Brothers Groups mission, values and culture and ensures that all communications and activities are on brand and follow guidelines.
- Assisting in the planning and delivery of internal communications as well as the planning of external events.

- Awareness of current and emerging trends and competitor activity in order to identify marketing opportunities.

This is a broad overview of the position and does not encompass all aspects of the role. Gratte Brothers are an equal opportunities employer and welcome applications from all.

Knowledge & Experience:

- Previous marketing experience creating visual and (where required, SEO-friendly) written content for the purpose of increasing brand awareness.
- Previous experience managing tasks independently and successfully from conception to review stage in liaison with multiple stakeholders.
- Experience working within a B2B environment and in particular, the construction/building services would be desirable.
- Experience of working on corporate accounts such as social media channels and websites and the use of appropriate content management and scheduling platforms such as WordPress, MailChimp and Hootsuite would be desirable.

Attributes & Skills:

- The ideal candidate will possess excellent copywriting, and creative skills in order to produce high-quality, compelling written and visual content.
- Technical skills across multiple software packages including the Microsoft 365 and Adobe Creative suites.
- The ideal candidate will be analytical and have excellent attention to detail whilst acting as a strong brand ambassador.
- Ability to use Adobe InDesign and Adobe Photoshop in order to create and edit marketing content is desirable, as is experience working with Google Analytics to produce reports.

Qualifications:

- A qualification in Marketing/Communications would be desirable.