



## MARKETING EXECUTIVE - JOB DESCRIPTION

<b>Job Title:</b> Marketing Executive	<b>Reports To:</b> Head of Marketing (Membership & Web)
<b>Salary:</b> 28K - 31K depending on experience	<b>Location:</b> Leigh Court with hybrid working (minimum of 1 day per week in the office)

### PURPOSE

In this varied & interesting role, your main purpose is to:

- plan and implement effective marketing strategies that deliver growth in membership & event attendance, amplify brand awareness, and boost engagement
- directly contribute to achieving ambitious membership acquisition and retention goals, supporting the success of **Business West's Chamber of Commerce & Initiative**
- deliver impactful campaigns across digital and traditional platforms
- craft compelling content that resonates with diverse audiences
- leverage performance analytics to achieve measurable results

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### KEY RESPONSIBILITIES

- Create and manage tactical marketing plans to fulfil strategic objectives.
- Develop and schedule acquisition and retention campaigns through to implementation, measurement and evaluation, ensuring delivery within time and budget.
- Develop appropriate segmentation and targeting strategies for marketing campaigns, using data analysis and insights to plan and prepare effective content and data sets.
- Use email marketing system to plan, build and execute regular email campaigns and business communications to support engagement, retention and growth aims.
- Produce varied content and formats as part of content strategy, such as topical articles, Q&As and case studies (written & video), and ensure targeted distribution of content via social media and other channels.

- Ensure all content is on brand, consistent in terms of style, quality and tone and SEO optimised for search and user experience for all channels.
- Use a CMS system to create, format, optimise, publish and maintain content.
- Quality control all content and communications to ensure attention to detail is a priority, including accuracy, clarity, readability and value to audience.
- Horizon-scan for topical issues and opportunities, including social media monitoring and use of data insights and tools eg SEM Rush, MOZ and Google Analytics, etc.
- Plan, write, produce and schedule engaging and purposeful social media messages and PPC campaigns, to support engagement and growth objectives.
- Be alert and active within our social media communities to identify opportunities for engagement and acquisition.
- Report regularly on performance of campaigns, content, communications and social media activity.
- Image and video editing, including sourcing of licensed imagery to support relevant activity.
- Regularly liaise with key internal clients to effectively capture, plan and action requirements, ensuring regular communication of plans and impact.
- Events attendance as required to network and cover content & social media requirements
- Other activity as required

## **Profile**

Successful applicant will be results driven and experienced in all things related to online and offline marketing. Passionate about customer engagement, brand consistency, segmentation and meaningful measurement, and most importantly thinks “customer first”.

## **Essential Skills and Experience required**

- 2 years or more experience in a similar marketing delivery role
- Demonstrable evidence of effective marketing campaigns demonstrating value
- Creative but objective-led approach to marketing development

- Excellent personal communication skills and ability to build effective relationships with internal and external stakeholders, customers and members
- An excellent copy writer and proofreader, producing engaging copy and content to target diverse audience segments and multiple channels (demonstrable portfolio of content).
- Understanding of data, segmentation, GDPR, SEO and use of insights to inform future development
- Strong project management, organisational and planning skills, ability to multi-task and work to tight deadlines
- Experience of working in a B2B environment desirable
- Experience with email platforms, GA and other digital tools eg SEM Rush etc
- Ability to use image, video and design software such as Canva, Photoshop etc
- Self-motivated, positive, flexible, proactive attitude
- Work well independently and as part of a wider team
- Able to travel to office and to attend events in the region (Bristol, BANES, Wiltshire & Gloucestershire) as required.

## **OTHER TASKS/DUTIES**

- To operate within Company policies and best practices including Equal Opportunities policies, Health & Safety guidelines, Quality, accounting procedures, and Environmental practices supporting our journey to Net Zero.
- To uphold the Company's values
- To represent the Company at meetings and events
- To participate in personal job-related development and training as required by the line manager
- Occasional unsociable hours

In addition to the duties and responsibilities listed, the post-holder is required to perform, from time to time, any other reasonable duties that may be assigned by their Line Manager.

## **GDPR**

- Maintain a thorough understanding of the personal data that you collect and process.
- Comply with the Company's policies, systems, processes and documentation on data protection.
- Refer Subject Access Requests and report any data breaches in line with the relevant procedures.



## **EQUAL OPPORTUNITIES STATEMENT**

Business West is committed to promoting equality of opportunity for all staff and job applicants. We aim to create a working environment in which all individuals are able to make best use of their skills, free from discrimination or harassment, and in which all decisions are based on merit.

## **HOW TO APPLY -**

Please download the full application pack which includes the job description, information about Business West and an equal opportunities form - [Job Opportunities | Business West](#)

**To apply for this role please:**

- **upload your CV - via the relevant vacancy page on our website**
- **upload a covering letter describing your skills and experience, including examples by answering the questions below:**

1. Why would you like to work with Business West and why should you join the team?
2. What unique skills or experiences do you bring to this role that would support the retention & growth goals of our membership plan?
3. Tell us about your experience creating content that addresses the objectives, the audience and the platform it will be used on, for a campaign?
4. Describe how you prepare and manage your tactical marketing planning and workload?

- **upload a completed equal opportunities form.**

**Close date for completed applications: 12 noon on Friday 24<sup>th</sup> January 2025**

**Interview Process: 1<sup>st</sup> interview on Teams online in early February 2025 and 2nd interview in person at Leigh Court, Bristol.**

We are a disability confident committed employer. If you need any reasonable adjustments during the application or recruitment process, please email [hrteam@businesswest.co.uk](mailto:hrteam@businesswest.co.uk). If you need any help or assistance completing the application process, please let us know and we will be happy to help you.