

NO AGENCIES

## Role Description

<b>JOB ROLE:</b> Marketing Executive	<b>REPORTS TO:</b> Marketing Manager
<b>LOCATION:</b> Intercede - Lutterworth, initially remote with the potential opportunity for a combination of office and remote working	<b>DEPARTMENT:</b> Marketing
<b>Organisational Structure / Reporting Relationship:</b> Reports to Marketing Manager as part of the Marketing team.	
<b>JOB PURPOSE:</b> The purpose of the Marketing Executive role is to assist the Marketing Manager in the implementation of Intercede's marketing plan, with a strong focus on content creation, optimisation of digital and social media assets. This role will play an important part in developing awareness and interest in Intercede products, lead generation, and development of revenue from Intercede's channel partners.	
<b>PRINCIPLE ACCOUNTABILITIES</b>	<p><b>The following items constitute the primary responsibilities of the Marketing Executive role and are expected to consume the majority of the planned activity</b></p> <ul style="list-style-type: none"> <li>• Assist in writing and designing content for a variety of channels including website, blogs, social media, and sales collateral</li> <li>• Assist in the ongoing monitoring and improvement of search engine optimisation (SEO) and pay-per-click (PPC)</li> <li>• Create and execute email campaigns</li> <li>• Work alongside the marketing manager and Intercede partners to create and execute joint campaigns</li> </ul> <p><b>The following items constitute secondary or general responsibilities of the Marketing Executive role and are likely to be required on an ongoing or ad-hoc basis.</b></p> <ul style="list-style-type: none"> <li>• To assist in the production of video content</li> <li>• Research (desktop) of competitors, market/industry and other relevant areas and topics</li> </ul>

<b>KNOWLEDGE, SKILLS AND EXPERIENCE</b>	<p>A Marketing Executive is expected to have and/or gain knowledge during performance of the role of the following areas:</p> <ul style="list-style-type: none"> <li>• 2+ years B2B marketing experience</li> <li>• Excellent communication skills (written and spoken)</li> <li>• Experience in launching, monitoring and improving digital campaigns</li> <li>• Proactive person, able to self-motivate whilst working as part of a team or alone</li> </ul>		
<b>KEY RELATIONSHIPS</b>	<p><b>Key Internal Relationships</b></p> <ul style="list-style-type: none"> <li>• Sales team</li> <li>• Partner managers</li> <li>• Product management</li> <li>• US team</li> <li>• OMT and EMT</li> </ul> <p><b>Key External Relationships</b></p> <ul style="list-style-type: none"> <li>• Agencies</li> <li>• Technology partners</li> <li>• Reseller and integrator partners</li> </ul>		
<b>PERSON SPECIFICATION</b>			
	<b>Essential Criteria</b>	<b>Desirable Criteria</b>	<b>Measured by</b>
<b>Qualifications</b>	Degree level educated, preferably marketing or business or equivalent experience	CIM membership or working towards	Application form Certificates
<b>Experience</b>	<p>Demonstrable B2B marketing experience</p> <p>Experience in launching, monitoring and improving digital campaigns</p> <p>Experience in working with Adobe Creative apps, including Photoshop and InDesign</p>	Experience in video editing	Application form  Interview  References

<b>Skills and Knowledge</b>	<p><b>Knowledge of SEO</b></p> <p><b>Knowledge of PPC</b></p> <p><b>Excellent communication skills:</b></p> <ul style="list-style-type: none"> <li>- Good verbal communication</li> <li>- Excellent written communication skills</li> </ul> <p><b>Sound interpersonal skills:</b></p> <ul style="list-style-type: none"> <li>- Builds positive working relationship with internal and external stakeholders</li> <li>- Works in collaboration with colleagues across other departments</li> <li>- Maintains a professional manner with internal and external stakeholders</li> </ul> <p><b>Listening skills:</b></p> <ul style="list-style-type: none"> <li>- Has the ability to listen, question and understand challenges faced by customers and customer facing colleagues alike</li> <li>- Listens to the needs and requests of others and provides necessary response</li> </ul>		<p>Application form</p> <p>Interview</p> <p>References</p>
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	<p><b>Ability to work under pressure:</b></p> <ul style="list-style-type: none"> <li>- Capable of owning one or more sets of requirements at the same time</li> <li>- Proven ability to work to timescales and prioritise workload effectively</li> </ul> <p><b>Planning and controlling:</b></p> <ul style="list-style-type: none"> <li>- Comfortable in acting as a brand guardian and ensuring brand guidelines are consistently held across the business</li> </ul> <p><b>Organisational skills:</b> -</p> <ul style="list-style-type: none"> <li>Effective time management</li> <li>- Experienced in prioritising workload</li> </ul> <p><b>Technical, analytical and problem-solving skills:</b></p> <ul style="list-style-type: none"> <li>- Knowledge and understanding of marketing principles and theory.</li> <li>- Understanding of digital marketing principles</li> </ul> <p><b>Organisational awareness:</b></p> <ul style="list-style-type: none"> <li>- Understands the organisation structure within own department</li> <li>- Understands the key systems, places and procedure that enable own</li> </ul>		
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	<p>department and company to operate</p> <p>- Understands own role and its function within the wider business processes</p>		
<b>Personal Competencies and Attitudes</b>	<p><b>Customer focused:</b> Keen to understand the customer and the drivers behind their buying decisions</p> <p>Work with Intercede colleagues to understand customer requirements and how Intercede software helps meet these.</p> <p><b>Flexible and creative:</b> - Willing to present new ideas and concepts</p> <p>Capable of taking information from colleagues and structuring it into compelling content.</p> <p>Flexible to the dynamic nature of marketing and the requirement to have a good generalist skill set</p> <p><b>Self-motivation and personal drive</b></p> <p>Proactive person, able to self-motivate whilst working as part of a team or alone</p>		Interview

**N.B. the job description must be viewed as a flexible document to be developed in line with the emerging needs and priorities of the marketing department at Intercede and by negotiation and agreement with the Marketing Manager.**