



Senior Marketing Executive – Maternity Cover

Purpose

The Senior Marketing Executive drives the successful delivery of the marketing strategy, managing the activities within the marketing department. The main point of contact for day-to-day marketing queries/requests across the company, they ensure all teams receive a great and timely service from the marketing team whilst remaining focused on priorities.

Responsible to: Head of Sales & Marketing

Responsible for: Marketing team members

Key result areas

The Senior Marketing Executive is responsible for:

- The quality and timeliness of the output of the marketing team
Ensure projects are delivered to deadlines and to a high standard, inputting/working on projects when required.
- Driving the performance of the marketing function
Regularly review campaign effectiveness and performance, using this information to continually drive performance and achieve lead targets.
- The wellbeing and engagement of the marketing team
Proactively support and coach the marketing team, ensuring they are engaged and motivated to maximise performance and achieve business objectives. Carry out regular 1-2-1s (bi-weekly) and PDRs twice a year.

In this role you will be expected to:

- **Manage the marketing team’s output, meeting deadlines and achieving lead targets**
- **Be responsible for the supervision and organisation of all the marketing team personnel**
- **Input into company initiatives/projects in order to achieve the best possible outcome**
- **Deliver exceptional customer service to both internal and external customers**

Key Responsibilities	Activities
<i>Drive the successful delivery of the marketing strategy</i>	<ul style="list-style-type: none"> • Consulting with the Head of Sales & Marketing, manage the planning and successful execution of the activities within the marketing team to achieve business objectives and lead targets • Monitor, report and drive lead target and campaign performance • Write project briefs for the marketing team with input from the Head of Sales & Marketing. Ensure timescales are realistic and projects are delivered on time with suitable stakeholder involvement • Recommend and implement actions to drive marketing performance, reviewing campaign data, ROI, team processes/deliverables and external trends • Represent the marketing team in certain platforms, such as project meetings, on behalf of the Head of Sales & Marketing

<p>Manage team workload and quality control outputs</p>	<ul style="list-style-type: none"> • Effectively manage the marketing function to handle fluctuating demands/workloads and prioritise according to business objectives, ensuring that both business objectives and internal customers' expectations are met • Chair meetings with the marketing team and ensure actions are achieved within agreed timeframe • Actively participate and input in company meetings and strive to meet the deadlines on actions set in them • Manage and take ownership of the output of the marketing team ensuring that materials created are effectively written, illustrated and produced, are visually attractive, and that they enhance the image of the company and its products. Tone of voice and messaging should be consistent and on-brand • Ensure other teams across the company receive the day-to-day marketing support they require (One Nu-Heat)
<p>Coach and develop the marketing team</p>	<ul style="list-style-type: none"> • Motivate and coach the team, keeping them engaged with the marketing strategy and overall business objectives • Ensure team members have the support and skills required to carry out their roles effectively • Identify and implement process improvements within the team • Carry out the team's bi-weekly 1-2-1s and PDRs, identifying whether their motivators are being met and any development needs to support them in their role • Set objectives for each individual in the marketing team in line with business priorities • Drive change in the team where you feel we can improve efficiency and performance (spending time in the right areas) • Effectively communicate the company's policies to all team members • Produce a monthly marketing team report for the Head of Marketing with relevant content on marketing performance and upcoming priorities
<p>Other Duties: <i>The list of job duties within this description is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope of the post.</i></p>	<ul style="list-style-type: none"> • Proactively participate in the company's PDR process • Undertake relevant development/training • Be responsible for the health and safety of self and others
<p>Key Skills & Knowledge:</p>	<ul style="list-style-type: none"> • Minimum of 5 years marketing experience • Team supervision/management experience • Excellent written & verbal communication skills • Excellent time management, planning and organisation skills • Excellent levels of customer service • Independent self-starter, able to work in a cross-functional team environment • Construction industry knowledge, including knowledge of the heating market specifically (desirable)