



## Marketing and PR Executive

**Role Description:**

Brief, develop and project manage ad-hoc projects to deliver marketing activity and content for online and offline channels e.g. Brochures, online films, new website pages, social media campaigns, new product launch materials, case studies.

Propose and deliver online and offline PR opportunities (including Editorial)

Copywriting for online and offline marketing materials e.g. Advertorial, Blog,

Manage and develop an effective programme of shows and events for Nu-Heat, and create effective marketing and PR materials to support

Keep in touch with trends within key customer groups and competitors and use this info to suggest new ideas and activities.

Delivery of internal PR in line with the Company CSR strategy

**Responsible to:** Senior Marketing Executive

Key Responsibilities	Activities
<p><b>Develop and project manage ad-hoc projects to deliver marketing activity and content for online and offline channels</b></p>	<ul style="list-style-type: none"> <li>Project manage ad-hoc marketing projects to achieve marketing plan objectives e.g. Brochures, online films, new website pages, social media campaigns, new product launch materials, case studies.</li> <li>Support the Digital Marketing Executive in generating and managing production of content for online and offline opportunities including writing copy and ad-hoc content generation as required by the marketing strategy.</li> <li>Write/film editorial/case studies, arranging photography and visiting site as required by marketing plan and agreed with SME</li> </ul>
<p><b>Propose and deliver online and offline PR opportunities (including Editorial)</b></p>	<ul style="list-style-type: none"> <li>Build strong relationships with relevant publications, website owners, potential referrers, related category suppliers and individual journalists to ensure the company increases its presence within the market and all PR opportunities are exploited</li> <li>Maintain up to date awareness of online PR options and channels, suggesting and creating engaging content as per marketing plan requirements</li> <li>Suggest PR opportunities in line with PR &amp; marketing strategy</li> <li>Develop copy or brief copy for technical editorial pieces. Manage content development in line with corporate messaging and branding objectives</li> </ul>
<p><b>Building strong relationships with relevant internal staff/agencies to ensure</b></p>	<ul style="list-style-type: none"> <li>Work effectively with product development team to ensure high quality and on-brief output for technical briefs</li> <li>Ensure knowledge of our products, processes and services is kept up</li> </ul>

<b>technical accuracy of copy, editorial and all opportunities for PR are exploited</b>	<p>to date to enable accurate copywriting.</p> <ul style="list-style-type: none"> <li>• Build strong relationships with sales team to gain an awareness of PR worthy projects and opportunities.</li> </ul>
<b>Maintain up to date industry and market awareness</b>	<ul style="list-style-type: none"> <li>• Regularly review relevant online and offline materials</li> <li>• Attend exhibitions/events to stay abreast of industry and market developments</li> <li>• Ensure wider business is aware of any of these developments</li> </ul>
<b>Copywriting and maintenance of a consistent tone of voice</b>	<ul style="list-style-type: none"> <li>• Copywriting for marketing materials in particular <ul style="list-style-type: none"> <li>○ Website</li> <li>○ Online content</li> <li>○ Non-technical editorial</li> <li>○ PR content (show guides etc)</li> <li>○ Email campaigns</li> <li>○ Email templates and lead nurturing campaigns</li> <li>○ Online Quote</li> </ul> </li> </ul>
<b>Manage and develop an effective programme of shows and events for Nu-Heats and create effective marketing and PR materials to support</b>	<ul style="list-style-type: none"> <li>• Manage the show stand layout for each event ensuring it meets marketing objectives and supports the sales teams attending</li> <li>• Manage production of any ad-hoc associated show/event materials in liaison with MC</li> <li>• Ensure listings for shows are effective and in line with company strategy</li> <li>• Develop PR and communications (Email, masterclasses) around each show/event</li> </ul>
<b>Delivery of activity in line with the Company CSR strategy</b>	<ul style="list-style-type: none"> <li>• Maximise PR from CSR initiatives via all marketing channels</li> </ul>
<b>Contributing to company development</b>	<ul style="list-style-type: none"> <li>• Participating in the overall development of the company including cross-departmental initiatives as required</li> <li>• Participating in the development of the team marketing plan</li> <li>• Identifying personal development needs and undertaking any necessary training</li> </ul>
<b>Desirable Experience and Qualifications:</b> <ul style="list-style-type: none"> <li>• 2-3 years experience in general marketing role</li> <li>• Sound understanding of the key marketing channels used in B2B and B2C marketing</li> <li>• Proven ability to work with agency/internal staff to deliver excellent marketing online and offline</li> <li>• The ability to build effective relationships with editors and internal staff to deliver excellent marketing activity</li> <li>• Experience of online and offline channels for PR and marketing (including press and social media)</li> <li>• Exceptionally well organised</li> <li>• Excellent command of written English</li> <li>• Strong inter-personal skills</li> <li>• Proactive in suggesting ideas</li> <li>• Event management experience (preferred)</li> <li>• Competent use of Microsoft Office package (Word, Excel, etc.)</li> <li>• Relevant marketing qualification desirable but not necessary</li> </ul>	