

Job Description

Job Title	Marketing Executive
Responsible to	Head of Department (HOD)
Responsible for	
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Responsible to	Head of Marketing
Responsible for	n/a
Summary of Role	<p>The key purpose of this role is to assist the Head of Department to deliver the marketing strategy in line with the Company objectives.</p> <p>Assisting with the delivery of the Vista marketing plan, coordinating marketing campaigns and activities online & offline.</p>
Main Responsibilities and Duties	
1	Assisting and supporting the delivery of company Marketing Strategy.
2	Understanding each individual department's marketing strategy which support business growth and client retention targets set by the business.
3	Creation and delivery of social media content both written and creative. Researching, recommending, writing and posting engaging content across our platforms. Management of senior team LinkedIn profiles and content strategy.
4	Ownership of content marketing calendar and planner.
5	Reporting and analysing marketing campaigns, website analytics and social media performance and industry trends/topics for continuous improvement.
6	Ensure all relevant databases are updated and are GDPR compliant.
7	Maintenance of the company's websites, regular checks and content updates.
8	Work closely with in house design and external agencies to ensure the Vista brand is upheld and high standards are met.
9	Undertake competitor analysis to review market trends and competitive advantage for Vista and it's brands.
10	Work as a brand ambassador for Vista to ensure all marketing is of a high standard and consistency is achieved.
11	Communications with clients, external agencies and insurers of Vista.
12	Assist with Salesforce CRM to ensure marketing campaigns are tracked and analysed in a timely manner.
13	Support internal communications to ensure that all departments are kept informed of marketing activity and we are kept informed of new business activity to promote.
14	Ownership of internal newsletter for Vista employees, supported by Head of Marketing.
15	Assisting with events, trade shows, sponsorship opportunities and new schemes.
16	Adhere to specific Company Policies and Procedures at all times.
17	Undertake additional tasks as required from time to time.

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Experience required:

- At least 2 years' experience in a marketing or similar role.
- Marketing qualification – CIM or degree desirable.
- Experience of online marketing – website CMS, Google analytics, social media – specifically LinkedIn.
- Design - Adobe Creative Suite experience desirable, not essential.
- Excellent written and verbal communication skills.

Person specification:

- Can do attitude, passion and willingness to learn and grow the visibility of Vista.
- Team ethic – willing to get stuck in and make things happen, ability to handle multiple tasks and projects.
- Initiative – able to source solutions to problems and suggest improvements.
- Values – must buy into company values (forward thinking, aspiration, attention to detail).