

## Marketing Executive - Job Description

<b>Job Title:</b>	Marketing Executive	<b>Reporting to:</b>	Group Head of Marketing
<b>Department:</b>	Cogent Skills Marketing Team	<b>Direct reports:</b>	None
<b>Key contacts:</b>	Cogent BU Leadership team	<b>Location:</b>	Hybrid, Ideally NE/NW based (with occasional travel into either Warrington or Newton Aycliffe office locations)
<b>Date created:</b>	October 2022	<b>Date revised:</b>	Oct 2022

### Job Purpose

Create and implement various marketing and communications activities to support the commercial and charitable objectives of Cogent Skills.

As part of the marketing team, the post holder will be involved in supporting the development of social media and web content, production of newsletters, email campaigns and various sales collateral, as well as acting as the main point of contact for a specific Cogent Skills Business Unit.

### Key Responsibilities

- Work as part of a fully integrated central team providing marketing and communications support across the Cogent brand.
- Create and publish social media content across multiple platforms, including LinkedIn, Twitter and YouTube
- Responsible for supporting and raising the profile of our business unit activity
- Updating and managing content across two websites (using WordPress) in line with our brand guidelines
- Oversee the scheduling of social media to ensure the effective continual promotion of all marketing streams in line with customers' expectations
- Production of clear, targeted marketing and communication materials to support the delivery of the Business Unit targets and grow the Cogent Skills brand
- Monitor social media analytics and share regular updates with the broader Marketing team
- Support in the production of customer newsletters and email communications
- Produce customer success case studies in response to an internal brief
- Live social media posting during large-scale and significant events.
- Support the wider marketing team with communications tasks.
- Act as brand guardian, ensuring all marketing communications are on message whilst promoting, protecting and championing the Cogent brand.
- Work with colleagues to source content for our quarterly internal staff newsletter
- Maintain effective marketing contact lists within our CRM platform
- Support with the implementation of business unit marketing plans

### KPI's

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- Production of marketing-marketing campaigns on time and to budget as per the marketing plan
- Highly accurate/effective copywriting and proofreading in line with media deadlines
- Delivering relevant and engaging communications that matter to our members & customers as measured by opens, clicks, shares

## Knowledge skills and qualifications

	Essential	Desirable
<b>Qualifications:</b>		
Degree in a relevant subject or equivalent qualification (Communications, Journalism, Media, English, Marketing).	✓	
Excellent IT skills (including all Microsoft Office applications).	✓	
<b>Experience:</b>		
Experience in a B2B marketing environment with multiple customer groups	✓	
Experience in delivering email campaigns to reach and engage new customers	✓	
Experience in producing a range of content for external audiences	✓	
Experience in managing & measuring social media channels in a B2B environment (Twitter, Facebook, LinkedIn & YouTube)		✓
Experience working with technically complex industries or a public policy setting.		✓
<b>Skills / Knowledge:</b>		
Copywriting, proofing and editing for social media and online audiences	✓	
Able to work in a fast pace, multi-stakeholder environment translating briefs into fabulous campaigns	✓	
Ability to think creatively whilst working under pressure	✓	
Knowledge of the science, skills or education sector		✓
Experience in using video editing software for social media		✓
Ability to use CMS such as WordPress to update website content		✓
Knowledge of using Adobe creative cloud applications		✓
<b>Qualities:</b>		
Ability to juggle priorities and work to tight deadlines, strong organisational skills	✓	
Proactive - able to work under own initiative	✓	
Good relationship builder	✓	
A team player who is also able to work independently within a hybrid working environment	✓	

NOTE: This job description is not intended to be all-inclusive. Employees may be required to perform other related duties as negotiated to meet the organisation's ongoing needs.

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