



Marketing Executive

JOB DESCRIPTION

Job title: Marketing Executive

Location: Sawston, Cambridge CB22 3HJ

Job type: Permanent contract or Freelancer looking for Part-time of around 16 hours per week Salary: £12.29 per hour = £10,888 p.a. (FTE £23,000)

Hybrid (a mix of working from home and office)

Role Summary

The postholder will have great enthusiasm for all things marketing and embrace digital marketing and digital advertising. You will be an excellent communicator with experience of supporting different marketing activities or be willing to use your skills to develop this part of your role.

You should be able to evidence experience of, or be able to demonstrate an interest in, successfully developing and implementing marketing plans in relation to B2B and B2C campaigns and communications. The goal is to ensure that the marketing efforts of the company add the highest value to its business.

The post holder will work closely with the Marketing Manager and the Senior Marketing and Communications Executive to raise NEC's profile and increase enrolments. The role will suit you if you are a freelancer looking to supplement your income, or if you are interested in marketing and seeking a role to develop your marketing skills.

Job Responsibilities

- Develop digital marketing campaigns and customer journeys.
- Organise and deliver outreach events with staff and partner organisations.
- Monitor and respond to social media comments and enquiries and to reviews on third-party platforms.
- Source and develop opportunities for sharing student, tutor and partnership stories to raise awareness of NEC as part of PR campaigns.
- Monitor and maintain a schedule for review and update of NEC marketing collateral and advertising directory entries.
- Monitor the marketing inbox in order to action and/or assign marketing requests. • Support the Senior Marketing & Communications Exec to deliver marketing campaigns and promotional messages.

- Support the Marketing Team with routine admin tasks.
 - Contribute to the development of the marketing plan and the design and implementation of marketing strategies..
 - Contribute to keeping the College's website up to date and engaging.
 - Ensure all marketing activities are GDPR compliant.
 - As necessary, oversee distribution of marketing materials.
 - Help to organise events to market the college to prospective students and sponsors. •
- See all ventures through to completion and evaluate their success using various metrics.

Knowledge/Experience

Essential:

- Solid knowledge of, or able to demonstrate an interest in, marketing techniques and principles.
- Understanding of social media and web analytics.
- Excellent relevant IT skills.
- Experience of using marketing software (e.g. CRM, e-marketing platforms) or a willingness to learn.
- Experience of digital advertising (e.g. Google Ads) or a willingness to learn.
- Outstanding communication and interpersonal skills.
- Excellent attention to detail.
- Creativity and commercial awareness.
- A team player with a customer-oriented approach.
- Excited by the transformative potential of lifelong learning.
- An understanding of the importance of accurate information and the ability to tailor it for different audiences.
- Hands-on approach and can-do approach, capable of working in a collaborative and effective manner with colleagues at all levels.

Desirable:

- Ideally educated to degree level with a relevant marketing qualification (or working towards it).
- Proven experience in a marketing role or similar.
- Experience with SEO, keyword research and PPC.
- Proficient in Wordpress.
- Strong copywriting skills.

Benefits to permanent contract only

23 days annual holiday plus bank holidays (with additional 4 days during Xmas shutdown) prorata; healthcare; pension; group life scheme; employee discount on NEC courses and other training and development opportunities.

Working arrangements

Hybrid (mix of home and office based)

Application

Please email helen.smith@nec.ac.uk with a copy of your CV and request an application form.