**Marketing Executive**

**Job Description**

We are looking for a highly organised, determined and passionate Marketing Executive to join our busy Marketing team. The Marketing Executive will be providing support to implement the marketing strategy for XYZ and reporting to the Marketing Manager on all marketing tasks. This role requires meticulous time management and the ability to deliver various tasks within deadlines

**Responsibilities**

* Manage the production cycle of marketing materials; including leaflets, posters, flyers, newsletters and email campaigns.
* Write and proofread corporate literature and articles for Software Europe and each
* product. These documents will reflect key messages, features and benefits.
* Ensure all marketing materials produced have a positive visual impact.
* Enforce and follow brand guidelines, ensuring the brand recognition grows within the target market.
* Generate sales leads through electronic communications such as email campaigns, pay per-click adverts, social media and website optimisation for all products, services and events.
* Liaise with external contacts such as designers, print agencies and editors.
* Manage the distribution of marketing material.
* Maintain and update the internal CRM (contact management) database.
* Plan, organise and promote product specific events such as conferences, seminars, receptions and exhibitions; and attend where required.
* Conduct market and customer research.
* Work with the Corporate Communications team to develop marketing plans and strategies.
* Keep current with professional sector news.
* Analyse and monitor competitors and their marketing strategies.
* Review, optimise and update the corporate website to ensure maximum visibility and accessibility, ensuring visitor retention.
* Post marketing campaign evaluation.
* Support the Marketing Manager and other colleagues.
* Support all departments when required.
* Compliance with all company policies and procedures, data protection and health and safety requirements
* Fulfil any additional duties as the business may require

**Requirements**

* A marketing qualification
* Excellent Microsoft Office skills
* At least 2 years administrative experience in a marketing support role
* Website content development experience, though not essential, is desirable
* Proven experience in building effective relationships (with internal and external customers)
* Presentation skills.
* Marketing research and analytical experience.
* Website management including prior experience of managing content management systems (CMS).
* Experience or knowledge of SEO.
* Experience or knowledge of Google AdWords.