

WE WANT YOU MARKETING EXECUTIVE



JOB TITLE

Marketing Executive
(Business Communications Technology Business)

SALARY/PACKAGE

£18k-25k depending on experience
Car Mileage Allowance
Company Laptop and Mobile Phone

LOCATION

Central Bristol office location.
Home-working available.

HOURS OF WORK

Mon-Fri 9am to 5.30pm
(some evening/weekend work)

RESPONSIBLE TO

Head of Marketing

ROLE SUMMARY

This exciting role provides an excellent opportunity for the right candidate to progress their marketing career. We're looking for a candidate that's willing to demonstrate ambition to increase their marketing knowledge and skills whilst delivering value to Marketing activities.

As part of the Marketing team the Marketing Executive will contribute to the implementation of the Marketing strategy and plans. You will be responsible for delivering day-to-day marketing activities across a multitude of platforms, channels and systems that are essential to the Marketing function.

You will work closely with the Head on Marketing to deliver specific marketing activities, which include, but not limited to, email campaigns, digital advertising, customer research, data collection and cleansing, managing of marketing software (Hubspot, Hootsuite, Mailchimp, Instapage, Wordpress, Adobe Suite), social media and content creation.

The role is only suitable for those who are extremely ambitious, display a strong work ethic and invest in their personal development.

The successful candidate will be given training and benefit from mentoring and practical application. They will take various training courses to expand their marketing knowledge and industry experience within telecoms.



KEY RESPONSIBILITIES AND MAIN TASKS AND ACTIVITIES

- Working with the Head of Marketing on campaign content and activation, including email campaigns, LinkedIn advertising, digital advertising
- Content creation: writing blogs, producing and editing videos, sourcing and selecting images, image editing
- Social media: creating and scheduling posts, increasing our following, coming up with post ideas. Work predominantly with LinkedIn and Twitter.
- Website: building landing and web pages using Wordpress and/or Instapage. Uploading blogs and making amendments. Respond to enquiries on our Chat feature.
- SEO: make improvements to our website to improve our ranking, manage our Google My Business profile, make improvements to pages that are performing poorly.
- Hubspot: understanding of inbound methodology (see certification). Work on email campaigns and automation, social post scheduling and data management
- Data and analytics: Accurately manage prospect data and report results to lead generation team. Report on our Google Analytics data and suggest improvements.
- Digital advertising: manage and make improvements to our Google Ads, activate and manage LinkedIn ads.

PERSONAL QUALITIES

The role would suit someone who has;

- Ability to multi-task and switch priorities according to business needs
- Strong communication skills
- A creative mindset, have the ability to come up with new ideas and ways to reach our audience
- Strong attention to detail
- Excellent writing/editorial skills
- Good with social media
- Appetite to take on challenges
- Ability to prioritise and organise workload
- Ability to work autonomously
- Excellent organisational and administrative skills
- Above all, an ambitious, hard-working, positive, friendly and outgoing disposition to fit in with our team and company culture.

QUALIFICATIONS

- 5 or more GCSE Grade C or above
- English GCSE Grade C or above
- Further Education Qualifications (e.g. A-Level, NVQ, Diploma, Degree etc) – preferred but not essential
- Hubspot Inbound Marketing Certification

DESIRED SKILLS

- Excellent knowledge of Microsoft Windows, Word, Excel, PowerPoint and Outlook
- Good at Photoshop, iMovie, Wordpress
- Google Analytics / Ads / SEO / Hubspot / Canva / Instapage / Hootsuite / Mailchimp experience desirable but not essential
- Excellent communication skills
- Courteous and professional manner
- Ability to maintain strict confidentiality in all aspects of employment



ABOUT BLACKSTAR SOLUTIONS

Blackstar Solutions provide industry leading communications technology solutions in the B2B marketplace. We have extensive industry experience which allows us to offer our clients the best possible advice and support. Our aim is to become the highest profile and most trusted business communications supplier in the Bristol area, followed by the South West region.

www.blackstarsolutions.co.uk



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WITH US**