

<b>JOB DESCRIPTION</b>	
<b>JOB TITLE</b>	<b>Marketing Executive</b>
<b>REPORTS TO</b>	Head of Marketing
<b>MARKETING TEAM DIMENSIONS</b>	1 x Head of Marketing 1 x Digital Marketing Manager 1 x Marketing Executive
<b>COMPANY INFORMATION</b>	Independent mortgage brokers specialising in buy to let mortgages, commercial mortgages, property development finances, bridging loans and residential mortgages.  Location: <b>Sevenoaks, Kent</b>
<b>PURPOSE</b>	To support the marketing team in developing and implementing an integrated marketing plan that is fully aligned with the company's business strategy.  Whilst there are specific tasks and responsibilities, the successful candidate will learn to perform all aspects of the marketing function in order to develop their skills and cover for other team members.
<b>KEY RESPONSIBILITIES</b>	<p><b>Online</b></p> <ul style="list-style-type: none"> <li>• Website – Test functionality and forms, feedback issues to IT. Agree daily news stories with external agency. Upload stories expanding copy, optimising for search engines and inserting links where required. Write news stories where appropriate. Help manage, maintain and update content on CMS.</li> <li>• Social Media – Assist with campaigns and expanding our presence particularly on LinkedIn.</li> <li>• CRM Database - Clean contacts, upload leads, identify and allocate source codes. Create reports where required.</li> <li>• Email Software - Cleaning contacts and address books, creating and managing email campaigns and surveys.</li> <li>• Metrics - Analyse data collected to determine how best to promote the business and attract clients. Collect and analyse client interaction point data from internal systems. Analyse email and survey responses. Assist with Google Analytics.</li> </ul> <p><b>Offline</b></p> <ul style="list-style-type: none"> <li>• Events - Organise attendance at industry exhibitions and conferences. Book stands,</li> </ul>

	<p>organise travel, collate information, arrange marketing materials, process leads. Assist the attending consultants to ensure a smooth, well-organised event.</p> <ul style="list-style-type: none"> <li>• Site visits – Accompany consultants when visiting clients to take photographs, video footage and collect testimonials.</li> <li>• Case studies - Collect information from consultants. Write initial draft.</li> <li>• Publications - Maintain distribution lists. Mail out quarterly magazines.</li> </ul>
<p><b>KEY SKILLS</b></p>	<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills. The role involves lots of writing so it is essential to be able to write clear, concise, grammatically correct copy.</li> <li>• Must be good at organising and prioritising workload.</li> <li>• Must have a strong eye for detail.</li> <li>• Good understanding of Microsoft Office including Word, Excel, Outlook, PowerPoint, Publisher</li> </ul> <p><b>Preferred</b></p> <ul style="list-style-type: none"> <li>• Understanding of social media channels and Google Analytics</li> <li>• Working knowledge of Adobe Creative – InDesign, Photoshop, Illustrator, Premier Pro</li> <li>• Flair for design</li> <li>• Understanding of HTML and Visual Studio</li> </ul>
<p><b>EXPERIENCE</b></p>	<p>We are looking for a recent graduate preferably with a degree in marketing, business studies, communications or English. This is an ideal opportunity for some who is looking to get into marketing including 2015 graduates.</p>
<p><b>START DATE</b></p>	<p>Any time from 1<sup>st</sup> April to 1 July 2015.</p>
<p><b>CONTACT</b></p>	<p>CVs and a covering letter should be sent to: <a href="mailto:johnn@mortgagesforbusiness.co.uk">johnn@mortgagesforbusiness.co.uk</a></p> <p><b>STRICTLY NO AGENCIES</b></p>