

Job Description – Marketing Executive

The Role

Marketing Executive

As a Marketing Executive at our vibrant creative production studio, specialising in luxury consumer brands and established FMCG, you will be a key player in driving our marketing initiatives to enhance brand visibility, engage target audiences, and contribute to the overall business growth.

This role requires a dynamic and results-driven individual with a passion for marketing in the creative advertising industry. You will be working closely with the MD (current Marketing Manager) to lead and execute our consumer facing marketing and grow brand awareness.

Responsibilities

1. Marketing Strategy and Execution:

- Develop, contribute, and execute comprehensive marketing strategies to promote our services and enhance brand awareness.
- Plan and implement online and offline marketing campaigns, ensuring alignment with business objectives.
- Manage and optimise digital marketing channels, including social media platforms, SEO, Google Ads and email campaigns.
- Create engaging content for various channels, including social media, website, email, podcasts, and marketing collateral.
- Collaborate with the studio in-house team to ensure consistent brand messaging across all marketing materials
- Work with our in-house Production team to showcase our work for online, print and experiential marketing campaigns.

2. Market Research and Analysis:

- Conduct market research to identify trends, competitor activities, and emerging opportunities.
- Provide insights and recommendations based on market analysis to enhance marketing strategies.

3. Social Media Content and Community Management:

- Work with the Marketing Manager to create content aligned to the companies 'content buckets' and objectives.
- Create iPhone led social media content, edit and produce final images and videos suitable for social media organic and paid activity.
- Design assets, ensuring they are on brand and echo the companies' visual identity.
- Editing videos with typography, utilising skills in motion graphics/animation for additional engagement.
- Manage all social media activity, including engaging with our community and growing our reach.

4. Email & Website

- Produce all HTML email newsletters; concept, write, design, and share to our audience while measuring results.
- Build and grow our database of customers to target for both the agency and studio hire aspect of the business.
- Manage, maintain, and grow our email newsletter database.
- Update our company website regularly.

5. Editorial & Podcast Content

- Write and produce industry relevant editorial articles, incorporating SEO for our company website.
- Concept and contribute to podcast ideas with the Marketing Manager.
- Publish and share Podcast content, driving awareness, monitoring results and feedback for improvements.

6. KPIs & Targets:

- Utilise analytics tools to measure the effectiveness of digital marketing efforts and make data-driven recommendations.
- Increase brand awareness, reach and visibility measured by Google Search Console and Google Ads
- Increase organic website traffic and time-on-site.
- Boost social media presence, grow followers across all platforms, and profile engagement, exceeding monthly targets.
- Engage with the business development team to exceed agency and production focused client targets.
- Boost Studio Hire business through measured marketing activity.
- Increase Agency and Production business through measured marketing activity.

7. PR, Event Planning & Coordination:

- Secure opportunities for the MD to speak at public events, shows and podcasts to increase company awareness.
- Plan and coordinate ARWEC led industry events, curate artist exhibitions, and other marketing events.
- Lead and plan brand focused partnerships and PR events.

6. Client Engagement:

- Work closely with the business development team to support client engagement initiatives, including creating targeted marketing materials and presentations where required.

We're looking for someone who:

Is a Strategic Thinker:

- Possesses a deep understanding of marketing and brand strategy, with the ability to translate overarching company goals into actionable marketing plans.

Is Social Media Savvy:

- Demonstrates an in-depth knowledge of social media platforms, including TikTok, Instagram, YouTube, and LinkedIn.
- Can navigate and leverage each platform's unique features to maximize engagement and brand visibility.

Is a Passionate Content Creator:

- Exhibits a natural passion and drive for creative content, advertising, and consumer brands.
- Comfortable picking up an iPhone to record content and create impactful reels, with the ability to incorporate design elements for compelling social media content.

Has Industry Expertise:

- Brings high knowledge and expertise in specific markets, including but not limited to food and drink, luxury, fashion, healthcare, and beauty.
- Stays informed about industry trends, competitor activities, and emerging opportunities.

Strategic Execution:

- Can take a top-line company strategy and build out a comprehensive marketing plan to achieve defined goals.
- Implements measures and metrics to track the success of marketing initiatives.

Data-Driven Growth:

- Understands the importance of data in marketing and utilises it effectively to target the right audience and individuals.
- Demonstrates the ability to analyse data to optimize marketing strategies and drive business growth.

If you are a dynamic marketing professional with a strategic mindset, a passion for creative content, and a deep understanding of social media and specific markets, we invite you to apply. Join our team and play a key role in shaping the marketing landscape for our creative production studio.

Requirements

- Minimum 3 years industry experience
- Bachelor's degree in marketing, advertising, communications, or related field.
- Proven experience in Google Ads, WordPress, PPC, SEO, social media marketing and graphic design.
- Self-motivated and intuitive.
- Strong analytical and problem-solving skills with the ability to interpret data to make informed decisions.
- Excellent written and verbal communication skills.
- Content and copywriting skills.
- Proven track record in building and managing social channels from scratch.
- Demonstrated ability to create engaging digital content, especially on platforms like TikTok, Instagram, and YouTube
- Extensive experience in executing and optimising paid campaigns for increased visibility and engagement.
- Proficient in monitoring, testing, and reporting on data and insights to drive audience reach and interaction.
- Hands-on involvement in influencer program management with a track record of successful collaborations.
- Expertise in creating email newsletters and leveraging CRM systems for effective communication.
- Experience in implementing paid search strategies, utilising SEO techniques.
- Design skills are a bonus but not essential.
- Experience with video editing and motion graphics is a bonus but not essential.

What we can offer you

- FTE – 37.5 hours per week
- Salary: Competitive DOE
- Location: in office 4 days per week, WFH on Fridays
- Flexible hours: 8am – 4pm / 9am – 5pm
- 25 days holiday per year + bank holidays (3 reserved for the Christmas period)
- Up to 10% Salary Bonus
- Excellent work life balance
- Enhanced sick pay. Enhanced maternity & paternity benefit
- Pension
- A 6000sq ft. studio to work out of
- A lovely, humble team who absolutely love what they do!

How to Apply

Email your CV, PDF portfolio & cover letter to careers@arwec.com to apply.
Closing date for applications: **10 January 2024**