

Job Title:	Marketing Campaign Executive
Department/Location:	Marketing Head Office
Reporting To:	Marketing Manager
Purpose of Role: (Why does the role exist? A short sentence that captures this.)	To manage an integrated online / offline promotional strategy to develop automotive bodyshop spray equipment sales via ecommerce and traditional sales channels in Elcometer office countries.
Role Summary: What is the scope of the role (A few bullet points that provide an overview of role, and how it links into/supports departmental/business strategy.)	<ul style="list-style-type: none"> • Working as part of the Global Marketing Team, the role will liaise directly with Technical and Commercial Teams to initially promote the Elcometer Spray Equipment range to the bodyshop market in the UK and then expand to other countries. • Working with the Spray Equipment Marketing Coordinator, use traditional and digital marketing techniques and social media to develop online and offline sales opportunities. • To manage a dedicated ecommerce site.
Key Accountabilities and Responsibilities:	<ul style="list-style-type: none"> • Working with the Marketing Manager and Commercial Team, develop and implement a comprehensive campaign strategy incorporating online and offline activities and analyse performance. • Maintain the Magento ecommerce website incorporating regular promotions, stock monitoring and sales levels. • Work with Marketing Manager to coordinate marketing collateral to support campaigns. • Coordinate online advertising and digital sales channels in line with the promotional strategy. • Build and nurture the online community through social media platforms to increase brand awareness and generate sales opportunities. • To coordinate consumer merchandising opportunities to support promotions. • Provide marketing support for industry events. • Work alongside the Commercial Team to identify industry bodies, key influencers and partnership marketing opportunities. • Working with the Commercial Team to help support day to day marketing activities for the bodyshop market. • Analysis and report on the performance of promotional, marketing and social media campaign performance to help identify improvements for future campaigns.

Role Objectives & Measures

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Key Deliverables: Objectives which are SMART: Specific Measurable Achievable/Agreed Realistic Time-bound	<ul style="list-style-type: none"> • Plan and execute integrated promotional campaign plan on time and within budget. • Website and marketing collateral is kept up to date and technically correct in all languages. • All promotional coupon codes are fully tested prior to Go Live. • Ecommerce website is developed for other Elcometer Offices Countries within agreed timescales. • Create and manage dedicated social media accounts with a rolling 6-8 week content plan that can be translated into other languages for Elcometer Office Country social media accounts. Targets for number of followers/engagement rates will be set following testing.
Performance Indicators: (Measures by which the individuals' performance will be monitored and assessed)	<ul style="list-style-type: none"> • Promotional campaign lead conversion rates. • Website registrations conversion to sale. • Digital advertising ROI. • Social media followers and engagement rates. • Concise and timely reporting of campaign performance.
Measures of Success: (Indicators that show impact on department and organisation)	<ul style="list-style-type: none"> • Growth in online sales. • Growth in brand awareness.

Person Specification

	Essential	Desirable
Qualifications/Education & Training	<ul style="list-style-type: none"> Marketing or Digital Marketing Degree 	<ul style="list-style-type: none"> CIM
Experience	<ul style="list-style-type: none"> Minimum of 3-5 years' experience B2B online and offline marketing with ecommerce sales. Integrated promotional campaign management. Creative design, technical content writing, proof reading and print production. 	<ul style="list-style-type: none"> Management of Magento ecommerce site. Experience in SEO, PPC and CRO. Amazon and eBay trading. Use of Dotmailer or Mailchimp. International marketing or working in multiple languages.
Skills & Competencies	<ul style="list-style-type: none"> IT literate - Microsoft Excel, social media platforms & analytics, email marketing & ecommerce CMS. Excellent organisational and planning skills. In-depth analysis and report writing. Excellent verbal and written communication. Excellent knowledge of SEO, Google AdWords, Analytics. Merchant Centre and Bing Ads. 	<ul style="list-style-type: none"> Adobe Creative Cloud – InDesign, Photoshop, Illustrator. Ability to liaise with various international departments. Strong understanding of Amazon marketing Service and eBay Marketing.
Personal Attributes	<ul style="list-style-type: none"> Pro-active team player Attention to detail/accuracy Strong character/resilient Self-motivated Problem solver Adaptable & creative Completer finisher 	