

Job Description

Job Title: Marketing Executive	Department and Location: Marketing based in Kilmarnock
Reporting To: Managing Director	Responsible For:
Other Working Relationships Internal: Internal and External Sales, Sister Companies External: Customers, Suppliers and Societies	
Role Purpose: The role embraces all elements of marketing, with a focus on further developing and growing our impact through social media and other communications media, to attract customers to our website. We are looking for someone with a mix of skills to assist in areas such as website content management, creative outputs, and digital marketing. The position requires hands-on expertise to prioritise and manage the workload in a fast-paced environment. The successful candidate will have access to unique opportunities to learn and get involved in a wide variety of projects which will support their learning journey, for further career advancement.	
What Good Looks like: The Marketing Executive will play a pivotal role in supporting the development and execution of marketing outputs to promote the Glenfield Invicta brand. Working closely with the wider team, the ideal candidate will assist in creating digital assets, implementing campaigns, managing social media platforms, analysing performance metrics, and contributing creative ideas to enhance our online presence.	

Role Specifics

Growth Responsibilities / Duties:

- Ensure the website is kept up to date with regular content and provides easy navigation and communication points for visitors
- Manage social media channel posting regularly, building and developing our social media audience
- Assist in the development of internal and external communications material such as brochures, presentations, exhibition material, customer events, product training material, case studies, news, and social media content
- Provide event management and marketing support including media output and assist in organising and setting-up exhibitions, as required
- Create campaigns to promote services using all marketing channels (including email, social media, direct mail and video)
- Provide regular reporting and performance metrics to measure effectiveness of marketing efforts
- Work in collaboration with the Comms Creator to produce winning case studies and news pieces ensuring that all content created is appropriate for identified audiences
- Provide signed-off content to external print and media companies
- Work with and maintain relationships with internal and external stakeholders and ensure a professional and efficient response at all times
- Contribute to the development and delivery of the communications messages, publications and marketing materials
- Adjust promotions and communications in response to customer feedback and/or market research
- Contribute to the successful implementation of the marketing strategy and plan

Leadership Responsibilities / Duties:

- Work closely with internal teams to plan in and maintain appropriate resources to deliver on campaigns and comms in an effective and efficient manner
- Prepare implementation plans for campaigns
- Ensure all costs are recorded in a timely manner
- Provide regular updates on a consistent basis to internal and external stakeholders

Lean Responsibilities / Duties:

- Create and maintain implementation plans and detailed project briefs for campaigns and projects
- Understand and implement waste identification and elimination across processes.
- Adopt a problem-solving mindset utilising 'Go, Look, See' or 'You Said, We Did' process
- Make full use of the AVK E-Learning platform to improve Lean knowledge and abilities.

The above is not an exhaustive list of duties and you will be expected to perform different tasks as necessitated by your changing role within the organisation and the overall business objectives of the organisation.

Signed (Job Holder): Date: