

JOB DESCRIPTION

Job Title	Marketing Executive
Location	Based from home, but travel within the UK will be required
Days Worked	Full or part time, occasional evening and weekend work may also be required – permanent
Reports To	Head of Sales and Account Management

Objective

This is a full-time remote role for a Marketing Executive. Operating across multiple sectors with Libraries of all sizes, PTFS Europe needs to reach potential customers effectively and communicate our service clearly and compellingly. This role is an important member of the Sales and Marketing team with the goal of continuing to grow our customer base as well as communicate effectively with our key customers to ensure brand loyalty and enhance retention.

The Marketing Executive will be responsible for market planning, market research, communication and marketing promotions. They will develop and execute marketing strategies, conduct market research to identify trends and customer needs, create compelling promotional materials, and collaborate with cross-functional teams to drive sales and brand awareness.

Responsibilities

- Assessment of market opportunities through intelligence gathering with an initial focus on known business contacts
- Event management - can range from small customer webinars to large scale conferences
- Maintenance and development of company's electronic communications channels - website, YouTube, LinkedIn etc
- Represent the company at industry events
- Promotion of PTFS Europe as a company, the product suite and services
- Organise and oversee advertising campaigns, exhibitions and promotional events
- Plan sales campaigns for PTFS Europe products and services
- Conduct market research and analysis to evaluate trends and the competitive landscape
- Create marketing materials
- Assist with press releases
- Co-ordinate regular internal marketing activities - e.g. fortnightly videos, quarterly newsletters
- Work with external third party agencies when required on specific marketing projects
- Understand the requirement for Information Security, the processes for managing it and your role in contributing to the company's ISO27001 certification.

Skills, Knowledge and Qualifications

- Achieving Results – Be aware of key business and team objectives and ensure that these are applied appropriately to all business activities
- Building Relationships – Able to develop effective relationships with PTFS Europe staff, and customers
- Customer Focus – Able to anticipate and understand customer expectations, and ensure that customer requirements are met and expectations appropriately managed. Able to build solid relationships with team members and customers
- Communication – Effective written and verbal communication skills suited for technical audiences, peers, IT management, and customers.
- Planning and Organising – Effective at planning and managing own workload and ability to split time between reactive tasks and planned project work
- Teamwork – Effective at contributing towards the objectives of a team, and being able to share knowledge, experience, ideas and information
- Problem Solving and Decision Making – Effective at solving problems in a measured and creative way
- Influencing and Impact – Act in a professional manner, and exhibit the required behaviour that should provide an example to other employees and team members. Needs to be able to identify tasks outside of own remit and work with peers to ensure an end to end solution is effectively delivered. Must be prepared to meet business goals and respond well to change

Personal Attributes / Functional Competencies

- Experience - marketing background
- Knowledge of media production and communication
- Knowledge of sales marketing, legalities, strategies and finance
- Self Starter - Ability to work at home, and remain sufficiently motivated and ambitious
- Be able to use your initiative without needing a large amount of direction
- Ability to determine priorities, set realistic timescales and organise own time effectively
- Friendly and approachable - ability to build relationships

Date issued	10 June 2024
-------------	--------------