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| **Job Title:** | Marketing Assistant/Executive | **Contract/Dept:** | Sales & Marketing |
| **Reports To:**  **(Job Title)** | Sales & Marketing Director | Reports: | None |
| **Location:** | Hybrid | **Post Holder:** | None |
| Created By: | Rebecca Hellard | **Date Created:** | 10 October 2023 |
| Owner: | Rebecca Hellard | **Line Manager:** |  |

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| Inciper values:  We believe in working with our clients, not for them. By working in a more personal way, we can support organisations across an entire programme lifecycle, securing buy-in from the right stakeholders and responding to developments as they happen. Inciper has a proven record of delivering strategy development, delivery frameworks and operational support that drives business value – on time and within budget.  Inciper work differently because we think differently. Since launching, Inciper has had one vision – to be the go-to consultancy for organisations looking to benefit from improved ways of working powered by Microsoft technology.  This vision feeds into everything we do and is instrumental to the flexible, agile, outcome-focused approach we adopt in all our projects. In other words, if what we are doing doesn’t deliver a direct value for our clients, we question why we are doing it.  There is no reason for business leaders to have to wait months and sometimes years to see any value from their Microsoft Business Application investments. Our approach enables clients to see progress from day one and realise ROI quicker. |

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| Job Purpose:  Inciper are seeking a highly motivated and dynamic Marketing executive to join the Sales & Marketing team. The Marketing Executive will be responsible for supporting the implementation and execution of marketing campaign plans to drive brand awareness and increase sales. The Marketing Executive will work closely with the Marketing Manager to implement and deliver marketing activities. |

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| **Key tasks & responsibilities** |
| Responsibilities: - Develop and execute marketing strategies to promote Inciper’s services. - Support the planning and coordination of marketing campaigns across various channels such as social media, email marketing, digital advertising, and events. - Create compelling marketing content, including blog posts, articles, social media posts, and promotional materials. - Collaborate with external agencies to create visually appealing marketing materials. - Monitor and manage the company's social media platforms to engage with customers and maintain a strong online presence. - Collaborate with sales and practice teams to ensure consistent messaging and branding across all customer touchpoints. - Stay updated with industry trends and best practices to identify new marketing opportunities. - Build and maintain relationships with key stakeholders, including customers, partners, and influencers.  Requirements: - Educated to A Level or equivalent - Proven experience in marketing, advertising, or a similar role. - Knowledge of marketing principles and best practices. - Proficiency in using digital marketing tools, platforms, and analytics. - Excellent written and verbal communication skills. - Creative thinking with the ability to develop unique marketing ideas and strategies. - Exceptional organisational and project management skills. - Strong attention to detail and the ability to meet tight deadlines. - Ability to work collaboratively in a team environment. - Familiarity with SEO and PPC campaigns is a plus. |

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| **Other Tasks:** |
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## **Person Specification**

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| **Job Title:**  (& Grade) | Marketing Assistant/Executive | **Department:** | Sales & Marketing |

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|  | **Essential** | **Desirable** |
| **Education** | Further Education |  |
| **Skills & Knowledge** |  | * Hubspot or other CMS * Adobe InDesign * LinkedIn Campaign Manager * Sprout Social   Canva |
| **Experience** | Proven experience |  |

*Please Note:*

*All details are provided for guidance only; they do not necessarily limit the responsibilities and accountabilities of the job. Full details of employment terms are provided within offers of employment, and appropriate policies within the Company.*