

Job Description

Job title: Marketing and PR Executive

Division: Client Delivery

Report to: Account Director

Salary: Up to £21.5k

Location: Head Office, Gosforth, Newcastle upon Tyne. UK

Working hours and contract: Full time and permanent position – 9.00am – 5.30pm (37.5 hours per week)

Deadline for applications: 5pm Tuesday 6 March 2018

Application requirements: Covering letter explaining why you are the right fit for this role, up to date CV, examples of marketing campaigns and projects you have worked on that are relevant to our industry sectors.

Applications to: Applications should be addressed to Samantha Davidson, Managing Director, Horizonworks – samantha@horizonworks.co.uk If you have any questions regarding this role, call 0345 075 5955.

Background to company:

Horizonworks is a B2B marketing agency that specialises in working with technical and innovation focused businesses from sectors including manufacturing, engineering, healthcare, science, research, pharmaceutical and technology.

We provide an end to end marketing service from strategy to delivery to ensure all elements of your marketing are unified and work together to generate the best results – and clients can access all services under one roof. We believe that a clear, focused and well-informed marketing strategy will underpin a business's growth and future success. It's that simple.

As a strategy-led business, we help businesses expand their horizons by developing well informed marketing strategies that position them as leaders in their markets and ahead of their competitors. Our B2B marketing specialists can shape a business's future and provide a framework for growth by delivering marketing campaigns that will raise visibility, showcase credibility and generate qualified leads.

Our work is strategy-led and unified ensuring all elements of marketing work together to generate the best results. We specialise in quickly grasping complex technologies, products and services and translating them into compelling marketing messages and campaigns that get businesses noticed regionally, nationally and globally.

www.horizonworks.co.uk

Main purpose of job:

The Marketing and PR Executive will be responsible for supporting in the delivery of a range of different marketing projects for clients from technical sectors including manufacturing, engineering, healthcare, science, research, pharmaceutical and technology. Specifically, the purpose of this role is:

- To support in the delivery of client work to a high standard, to deadline and budget and ensure client satisfaction/retention.
- To support in the delivery of marketing and PR campaigns that will help our clients increase their profile and awareness globally.
- To develop strong relationships with clients, potential clients, colleagues, press / media and partner companies.

We are looking for a marketing professional who is hungry to develop their career in B2B marketing and work on compelling creative campaigns that will position our clients as leaders in their markets and ahead of their competitors. This is an exciting opportunity with future career prospects to grow with the business and be part of a leading B2B marketing agency.

Horizonworks is a fast-paced and dynamic environment. Our team are specialists in all areas of marketing and are passionate about delivering the best results for our clients.

Core responsibilities include:

Client support

- Support the account director in developing our B2B clients marketing strategies and plans.
- Support the team in the delivery of integrated marketing campaigns for clients.
- Support the team in scoping marketing campaign requirements.
- Support in the creation of work/project schedules with clear milestones for delivery.
- Support in the delivery of client work and deliver a range of marketing disciplines from brand, marketing and PR to design and digital projects.
- Maintain good working relationships with the team and your clients.
- Support in the reporting of client projects and provide update reports to the team on performance.
- Provide administrative support to the account directors and support in project and campaign resource scheduling.

Marketing support

- Support in market research activities for clients (market, competitors, customers) which will be fed into their marketing strategies.
- Support in the development of marketing and PR campaigns and plans for clients across multi platforms/channels – digital, print, PR and social media.
- Support in the delivery of client work and implement a range of marketing disciplines from brand, marketing and PR to design and digital projects including marketing materials, case studies, digital content, email communications, PR, sales materials and resources, brochures, written and visual content, assisting/managing events and trade shows.

Other

- Represent the company in a range of internal and external activities including networking, events, client meetings and prospective client meetings.
- Continuously keep ahead of marketing and PR trends and feed back on new trends and ideas.
- Establish and maintain a programme of personal development in marketing/PR.

- Provide the best marketing services to your client portfolio in line with our vision of being the leading B2B marketing specialists in our industry.

Education and formal qualifications

- Qualified to Degree level with relevant industry experience in marketing, ideally more than 2 years.
- Agency experience is advantageous however you will be considered if you have in-house marketing experience.

Work experience/background

- A strong understanding of the principles of marketing.
- Experience of managing marketing projects.
- Excellent copywriting and proofreading skills.
- Experience in writing quality content for press releases, blogs, websites and other offline and online marketing materials and campaigns.

Specific skills, aptitude, knowledge

- An understanding of the full marketing mix.
- Ability to prioritise and manage workload effectively.
- Ability to develop relationships with colleagues, clients and partners.
- An understanding of digital content marketing platforms such as social media.
- IT literate and willing to learn new technologies.
- Team worker and flexible.
- Ability to work under pressure and meet tight deadlines.

Key attributes

- Self-driven, results orientated and a passion for excelling a career in marketing.
- Excellent communicator (written and verbal) with an exceptional eye for detail.
- Project management, literacy and numeracy skills and the ability to prepare accurate quotations and proposals.
- Understands the principles of marketing and the need for consistency.
- Responsible, accountable and determined to succeed.
- Passionate about marketing and delivering a high-quality service.

General

The content of this job description is not exhaustive and there will be an expectation of flexibility in undertaking responsibilities in keeping with the needs of the business and in accordance with the overall business strategy.

Why work for Horizonworks?

- You get your birthday off work!
- You get an additional days' holiday for every 2 years in service.
- You can join our pension scheme.
- Free car parking on-site.
- Flexible and accommodating to your personal circumstances – we understand you have a life outside of work.
- We finish early on a Friday!
- Opportunity to progress your skills through training and development.

- Career progression opportunities – as we are a full-service marketing company, there are plenty of opportunities across the different teams.
- Time off to learn and develop your skills.
- We encourage staff to attend business events and networking – we are members of a number of key industry networks.
- Professional membership support (CIPR and CIM).
- Team building events and yearly strategy days – so that we are all aligned to the future direction of the business.
- We celebrate your Birthday – with lots of cake!
- We are a fun and friendly team and our social committee organise monthly events.