

Job Description

Job title: Marketing Specialist

Division: Client Delivery

Report to: Account Director

Salary: Circa £28,000 depending on relevant B2B/industry experience

Location: 14 Berrymoor Court, Northumberland Business Park, Cramlington NE23 7RZ (We are moving to this address on 17 December 2018)

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

Deadline for applications: 12pm Friday 14 December 2018

Application requirements: Covering letter explaining why you are the right fit for this role and an up to date CV.

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

Background to company:

Horizon Works understands, champions and supports innovators in complex industries with B2B marketing that is clear, connected and purposeful. From our in-depth approach to understanding what our clients do, our multi-talented team of writers, designers and digital experts produce seamless marketing solutions that generate results. It's a journey we go on with our clients, to ensure their reputation and bottom line grows beyond their expectations. For further details, visit our website: <https://horizonworks.co.uk/>

Our values:

Our values are core to everything we do at Horizon Works. From the way we deliver our marketing and build relationships with our clients to how we work together internally as a team. Our values are: Supportive, friendly, passionate, proactivity, driven by quality and integrity. Read more about our behaviours on our website: <https://horizonworks.co.uk/our-team/our-values/>

Our culture:

At Horizon Works, we have a strong team ethic and embedded business culture. We have the perfect blend of individuals who have different backgrounds, skills and personalities and who all live and breathe our culture, values and ethos. We also all have one thing in common – a passion for delivering outstanding marketing – and this shows when we pull together to deliver client work and generate results. Our

values are at the core of everything we do as a team and this is what makes it a fulfilling place to work, and why our clients love working with us. To read about life at Horizon Works visit: <https://horizonworks.co.uk/our-team/our-culture/>

Main purpose of job:

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

- To deliver client work to a high standard, to deadline and budget and ensure client satisfaction/retention.
- To deliver targeted marketing campaigns that will help our clients increase their profile and awareness globally.
- To work with the account director to develop client marketing strategies and plans.
- To develop strong relationships with clients, potential clients, colleagues, press / media and partner companies.

We are looking for an experienced, creative and passionate marketing professional who can shape our clients' marketing strategies, come up with brilliant marketing ideas, develop targeted marketing messages, create compelling marketing campaigns that will position our clients as leaders in their markets and ahead of their competitors – and deliver results!

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 management

- Support the account director in advising our B2B clients on their marketing strategy and plan.
- Collaborate with the team to deliver creative integrated marketing campaigns for clients.
- Liaise with clients to scope and agree marketing campaign requirements.
- Create work/project schedules with clear milestones for delivery
- Deliver a range of client work and manage their projects and campaigns.
- Maintain good working relationships with clients.
- Monitor and review client projects and provide update reports.
- Exceed client expectations.

Marketing delivery

- Conduct market research activities for clients (market, competitors, customers) which will be fed into their marketing strategies.
- Develop marketing strategies for clients which include positioning, messaging, branding, segmentation, buyer journey etc and a fully integrated marketing plan (cross channel/platform).
- Deliver client work and manage a range of marketing disciplines from brand, creative, 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.

- Monitor the effectiveness of campaigns and reporting on marketing activity.

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 share 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 significant relevant industry experience in marketing, ideally more than 5 years.
- Agency experience is advantageous however you will be considered if you have strong in-house marketing experience.

Work experience/background

- Experience in marketing.
- Experience of liaising with clients and project managing their marketing campaign requirements.
- Excellent copywriting and proofreading skills.
- Experience in creating brand messaging and high-level content for multi-channel campaigns.
- Experience in writing quality content for press releases, blogs, websites and other offline and online marketing materials and campaigns.

Specific skills, aptitude, knowledge

- Strong understanding of marketing at a strategic level.
- Ability to prioritise and manage workload effectively.
- Ability to develop relationships with colleagues, clients and partners.
- Strong understanding of digital content marketing platforms such as online PR channels and 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 clear focus on high standards and business performance.
- 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 within all the company's and clients branding, marketing and communications.
- Ability to understand and translate technical information into user friendly language.

- Able to demonstrate excellent client care and manage their needs and expectations.
- 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?

Check out our culture page on our website which will give you a flavour of working at Horizon Works: <https://horizonworks.co.uk/our-team/our-culture/>