

Job Description

Job title: Marketing Specialist

Division: Client Delivery

Report to: Client Services Director

Salary: Up to £30,000 and dependant on relevant experience

Location: Head Office, 14 Berrymoor Court, Northumberland Business Park, Cramlington NE23 7RZ

Working hours and contract: Full time and permanent position 37.5 hours per week (flexible hours an option, and can also consider part time hours)

Deadline for applications: 29th February 2024

Background to company

Horizon Works is an international B2B marketing agency that supports innovators in complex industries with marketing that's clear, connected and purposeful.

We work with ambitious and fast growing innovation and technology led businesses that are creating solutions of worldwide importance and empower them with cutting edge marketing that allows their products and services to be recognised and adopted globally.

We've worked with some incredible clients over the years operating across a range of complex industries including manufacturing, engineering, life sciences, technology, offshore wind and renewables, automotive and defence.

Our culture and values

At Horizon Works we focus on developing marketing careers and we have a strong team ethic embedded into our 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. The core values that drive everything we do here at Horizon Works are:

- Collaborative working - as a team, with our clients and with our industry partners.
- Subject matter experts - a deep industry knowledge of the manufacturing and engineering sectors, as well as all areas of marketing!
- Do things with passion - we love what we do and who we work with and have a passion for the manufacturing and engineering sectors.
- No-nonsense approach - we're straight forward, open and approachable and keep things simple!
- Always innovating - in everything we do.

We also have a **Good Vibes Culture and Community Programme** which is made up of monthly activities that we're doing as a team to promote and generate positivity both internally and externally.

Please see below the full benefits package.

The Marketing Specialist will support in the delivery of a range of different marketing and PR projects 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 marketing campaigns that will help our clients increase their profile and awareness globally.
- To deliver Horizon Works marketing campaigns, PR and events.
- To develop strong relationships with clients, potential clients, colleagues, press / media and partner companies.

We are looking for a junior marketing professional who is ready to train and develop into a more senior role and who is passionate about marketing and career progression. Horizon Works 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 Client Partners in advising our B2B clients on their marketing strategy and plan.
- Collaborate with the team to deliver 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.

Marketing delivery (Client and Horizon Works)

- Conduct market research activities (market, competitors, customers) which will be fed into their marketing strategies.
- With the Client Partners, develop marketing strategies for clients which include positioning, messaging, branding, segmentation, buyer journey etc and a fully integrated marketing plan (cross platform).
- With the Managing Director, develop and deliver a range of marketing and PR campaigns to promote Horizon Works across our target sectors. This includes industry engagement events and developing targeted sales campaigns.
- Deliver a range of marketing projects including marketing materials, case studies, digital content, email communications, PR, sales materials, 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 relevant industry experience in marketing, ideally more than 4 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 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.
- Ability to prioritise and manage workload effectively.
- Ability to develop relationships with colleagues, clients and partners.
- 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.

Interested?

Send your CV and covering letter telling us why you want to work with Horizon Works to hello@horizonworks.co.uk

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Employment benefits:

- Pension contributions.
- 30 days holiday including bank holidays.
- Additional day's holiday every two years in the business.
- Your birthday off work.
- Flexible statutory holidays.
- Flexible working hours.
- Option to work from home one to two days a week.

Other things that add to your experience at Horizon Works:

- Wellbeing day – a day off to recharge your batteries and come back to work with a clear mindset.
- Volunteer day – a day off to do something that will impact people or the community.
- Good vibes programme – monthly schedule of 'at work' events and activities (including fundraising and challenges). We understand that it's difficult for everyone to commit to time outside of work to 'team build', so we make it fun at work.
- Breakfast club – once a month we have an organised breakfast together at work.
- Lunch club – once a month we have an organised lunch together at work.
- Monthly wellbeing walk – once a month we organise a lunchtime walk somewhere in and around Northumberland.
- Celebrate occasions (Halloween dress up and themed buffet, Christmas jumper day, games, secret Santa and buffet, etc.)
- Yearly summer afternoon garden party (in working hours)
- Festive afternoon and lunch (in working hours)
- Yearly offsite strategy day and team building day