



Marketing Executive

 **Exeter, EX1 1QR / Hybrid**

12 Month Fixed Term Maternity Cover Contract

Salary: DOE

Reports to: Commercial Director



Life at Air...

Every day brings something new at Air Marketing and we are always ready to respond with our A-game. We are a team of ambitious individuals with a genuine desire to inspire and drive one another.

Enjoying our work is especially important at Air - a fast paced, caring and collaborative environment helps us to mould the best possible working culture for each and every one of us.

With hybrid working on offer (we all love being in our awesome office but we understand times have changed), additional holiday allowance, monthly social events and some other great benefits at our fingertips, Air is a fantastic place to work.

The Role

As the internal Marketing Executive, you will work closely with the sales team and marketing agency to lead the delivery of marketing activity and projects for Air Marketing. You will contribute towards the marketing strategy, bringing new ideas and suggestions that will help drive brand awareness and lead generation.

You will uphold company values and responsible for assisting with achieving company goals and targets. You will also be responsible for building strong relationships internally, across all departments, including reporting back to the Leadership Team.

You will be valued, challenged, rewarded and you'll have fun in this fast-paced environment.

Responsibilities

- To create social media content to a high level, choosing appropriate imagery keeping in mind the key audience for the client and the objectives to be achieved.
- To monitor social media activity and be ahead of the curve, planning content that will be engaging and successful for the client on their social platforms.
- To manage the personal LinkedIn of key stakeholders within our client's businesses. This could include posting on their behalf, utilising credits to encourage followers to company pages and connecting and engaging on their behalf.
- To monitor and report across all marketing activity, making recommendations on how to improve and optimise campaigns, seeking advice from our marketing team or proactively looking for guidance and benchmarks online.
- To use the CMS system to publish content and update website content as required.
- To plan, create, deliver and report on email marketing campaigns and email sends.
- To utilise HubSpot (CRM) for lead input, email marketing, list building, automation setup and reporting.
- Make proactive suggestions as to how performance or strategy can be improved.
- Build strong relationships with other departments across the agency, to ensure the marketing strategy aligns to all other activity and that you are aware of what else is happening, offering marketing support where needed.

Benefits

- Competitive salary
- Continuous development support
- 23 days holiday (plus bank holidays) + increase with length of service
- Friendly social office environment with regular paid company events
- Work-from-home days
- Fun and healthy working environment with refreshments provided
- Monthly company lunch
- Wellness program

Essential Skills

- Good knowledge of digital marketing and passion to learn more
- Excellent organisation skills with the willingness and ability to multi-task
- Able to quickly learn and use new software, online tools and platforms
- Ability to work under pressure, in a fast-paced environment
- Clear written and verbal communication skills
- Excellent attention to detail
- A positive can-do attitude, able to work independently and as a team

Desirable Skills

- Previous experience in a similar marketing role (agency or client-side)
- A proven track record of delivering results
- A comprehensive understanding of sales metrics and performance
- Experience in being involved in building aligned sales and marketing strategies
- Experience setting up, managing and reporting on paid social media campaigns
- Experience managing and updating websites
- Experience with some or any of the following tools: HubSpot, Cognism, WordPress, LinkedIn Campaign Manager, BeauHurst

To apply

Sound interesting? Great! **Click here** to apply by filling out the on-page form.