

Job Vacancy – May 2022

Job Title	Marketing Executive
Location	Herts, Bucks or London
Remuneration Guide	Salary circa £25-29,000 depending on experience.
Summary of Role	<p>To support the Head of Marketing, implementing the firm's marketing strategy and to provide assistance to all AR divisions in delivering their marketing initiatives and business development objectives.</p> <p>This is a new role working directly with the Head of Marketing and an opportunity for someone with a minimum two years' marketing experience to help grow the function within an expanding property consultancy business.</p>
Key Accountabilities (level of responsibilities varies with role)	<ul style="list-style-type: none"> • Assist with the implementation of marketing strategies across the divisions and regions of the business, working closely with teams to meet divisional objectives. Manage day to day marketing queries. • Coordinate and contribute to development and implementation of service and sector-based campaigns, events and programmes. • Uploading and managing website content, helping to optimise content for SEO as well as managing social media content and channels. • Assist with all digital marketing activities including social media posts, enquiries generated through the website and e-newsletters. • Support the running of both physical and digital client events including the management of invitations and registrations, coordination on the day and follow up communications. • Copywriting, creating and editing sales enablement assets including presentations, bid responses as well as digital content including website content, landing pages, social media, client mailings and invitations. • Maintaining and promoting materials such as capability statements, case studies, biographies, social media, team profiles, client testimonials etc. • Monitoring the use of the company's brand at all times and being a brand advocate both internally and externally. • Develop internal communications including a company newsletter and two other forms of marketing. • Encourage teams to contribute towards our press coverage, building the brand externally across target media.

Qualifications / Experience Knowledge	<ul style="list-style-type: none"> • Minimum two years' experience working within a B2B marketing environment, preferably within professional services. • Excellent organisation and planning skills with the ability to effectively self-manage projects. • Expert skills using Microsoft Office including Excel, PowerPoint, Word and Teams. • Confident engaging with a range of internal and external stakeholders. • Must be able to work proactively and on own initiative, with good time management skills. • Knowledge of Wordpress, Mailchimp and Getfeedback would be advantageous. • Good communication skills, verbal and written.
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If you are interested in applying for this role please send your CV and a cover letter to HR@argroup.co.uk