

## **JOB DESCRIPTION**

**Job Title – Senior Marketing Executive, Part-time or Full-time**

**Department – Marketing**

**Role Overview:**

We are currently looking for an experienced and enthusiastic B2B marketer to join our team. Reporting directly to our Sales Director and CEO. The right candidate will have at least three years' experience in a marketing role, preferably within the technology sector, but not essential.

**Senior Marketing Executive Job Duties:**

- Maintain our website CMS system, with regular content updates as required
- Maintain our internal CRM system, incl list segmentation and email marketing campaigns
- Monitor progress of campaigns using various metrics and submit reports on performance
- Develop efficient and intuitive marketing strategies and individual campaigns
- Produce and manage the social media marketing materials for our brand, products and services. Ensuring regular updates are in place on LinkedIn and other platforms as required
- Produce content written or visual, for print or digital requirements such as pipeline generation, reports, videos, case studies, brochures, company magazine etc
- Support marketing events and conferences including webinars and conferences. Producing supporting materials and attending as required
- Actively follow our partners social media and marketing to ensure the business is fully aware of the latest updates and information
- Completion of other tasks as required to support the business
- Work closely and build strong relationships with all other teams within AFJ and our external partners

**Essential Skills and Qualifications:**

- Educated to degree level
- At least three years' experience in a marketing role
- Excellent copy writing/proof-reading skills
- Knowledge/experience of Adobe creative suite programs including Photoshop, InDesign, Illustrator and Premiere Pro
- Knowledge of CMS systems
- Knowledge/experience of Hubspot CRM system, or other CRM systems
- Knowledge/experience of Microsoft Office including PowerPoint
- Ability to work independently



- Excellent interpersonal skills
- Excellent time-management skills
- Knowledge of Figma is beneficial but not essential

\*For this role we will consider both full-time and part-time candidates dependant on experience and suitability.