

United Kingdom Jobs Expertini®

Marketing Campaign Specialist

[Apply Now](#)

Company: LRQA

Location: Birmingham

Category: business-and-financial-operations

Role Purpose

Reporting to the Global Campaign Manager, the Marketing Campaign Specialist will be responsible for:

Coordinating, executing and tracking growth-driving marketing plans and campaigns, including digital and traditional marketing channels, in line global marketing and campaign plans.

Continually improving marketing campaigns so that we can demonstrate that the right messages and offers are reaching the right customers at the right time, resulting in lead generation, cross and upsell opportunities, and increased brand awareness, consideration, advocacy and loyalty.

Working collaboratively with area marketing and sales team members, to maximize efficiencies, effectiveness and apply marketing campaign and channel best practice.

Key Responsibilities

In line with the global strategy, coordinate and execute defined marketing plans and targeted campaigns, including the LRQA referral programme, to increase LRQA brand awareness and generate leads within targeted product and service categories for growth to budget.

Help to ensure marketing plans and campaigns are delivered using best practice frameworks and optimise tools such as Salesforce and Pardot, and multiple marketing

channels, including website, social media, email marketing, events, webinars, online advertising, retargeting, search engine optimization, search engine marketing, content localization, etc.

Ensure all campaigns support a consistent 'One LRQA' look and feel across all regions and business units. Help the brand and communications team to ensure that local teams are utilising centrally developed and/or approved marketing content in line with LRQA Brand & Communications team and Global Campaign Manager guidance.

Support increased LRQA brand awareness, thought leadership, subject matter expertise, consultant and key industry association/stakeholder relationships/partnerships.

Use Salesforce, Pardot, Google Analytics and other tools to provide monthly marketing reports, demonstrating progress against plans and campaign effectiveness.

Collaborate with a wide range of marketing, sales and other colleagues, creative agencies and other internal and external stakeholders to ensure timely and cost-effective campaign delivery.

As a member of the campaign management team, provide information, recommendations and innovative ideas for new marketing channels, tactics, and tools, ensuring they are relevant, complete, efficient and workable.

Follow frameworks and guidance to help evaluate marketing initiatives, ROI and effectiveness.

The successful candidate should be able to demonstrate the following:

Degree level education (ideally in a marketing discipline) with at least years of BB traditional and digital marketing and campaign experience, or experience in a similar BB marketing role

Experience working within the Certification, Testing Inspection and Compliance (TIC) and/or Professional Assurance Services sector is a plus, but not a requirement.

Strong communication skills, with an ability to present material in a way which is appropriate to the level of knowledge of the audience. Ability to read, write, speak and communicate in English and local language.

Adaptable and well organised with a practical approach and the ability to work on multiple tasks and to tight deadlines.

Knowledge of Salesforce and Pardot and/or similar marketing and sales systems.

A proactive approach to problem solving, seeking management input, advice and direction when needed.

Good communicator with the ability to work independently and as part of a regional and global team.

Result oriented, proactive, flexible and enthusiastic team player with a “can do” attitude.

Self-motivated, passionate and an optimist who is a resilient and calm in various situations.

Experience analysing campaign results, data, preparing reports and making recommendations for campaign improvements.

[Apply Now](#)

Cross References and Citations:

1. Marketing Campaign Specialist [NewyorkjobsJobs Birmingham Newyorkjobs](#) ↗
2. Marketing Campaign Specialist [UnitedarabemiratesjobsJobs Birmingham Unitedarabemiratesjobs](#) ↗
3. Marketing Campaign Specialist [Gurujobs Jobs Birmingham Gurujobs](#) ↗
4. Marketing Campaign Specialist [Asiajobscareers Jobs Birmingham Asiajobscareers](#) ↗
5. Marketing Campaign Specialist [Statisticsjobs Jobs Birmingham Statisticsjobs](#) ↗
6. Marketing Campaign Specialist [Expertiniworldtech Jobs Birmingham Expertiniworldtech](#) ↗
7. Marketing Campaign Specialist [Presidentjobs Jobs Birmingham Presidentjobs](#) ↗
8. Marketing Campaign Specialist [Nursejobsnearme Jobs Birmingham Nursejobsnearme](#) ↗

9. Marketing Campaign Specialist BuenosairesjobsJobs Birmingham Buenosairesjobs ↗
10. Marketing Campaign SpecialistSwedenjobs Jobs Birmingham Swedenjobs ↗
11. Marketing Campaign SpecialistMelbournejobsJobs Birmingham Melbournejobs ↗
12. Marketing Campaign SpecialistFindwordpressjobsJobs Birmingham Findwordpressjobs ↗
13. Marketing Campaign SpecialistMakkahjobs Jobs Birmingham Makkahjobs ↗
14. Marketing Campaign SpecialistLogisticsjobs Jobs Birmingham Logisticsjobs ↗
15. Marketing Campaign SpecialistSearchaustralianjobsJobs Birmingham Searchaustralianjobs ↗
16. Marketing Campaign SpecialistSearchnzjobs Jobs Birmingham Searchnzjobs ↗
17. Marketing Campaign SpecialistJavascriptjobsJobs Birmingham Javascriptjobs ↗
18. Marketing Campaign SpecialistInteriordesignjobs Jobs Birmingham Interiordesignjobs ↗
19. Marketing campaign specialist Jobs Birmingham ↗
20. AMP Version of Marketing campaign specialist ↗
21. Marketing campaign specialist Birmingham Jobs ↗
22. Marketing campaign specialist Jobs Birmingham ↗
23. Marketing campaign specialist Job Search ↗
24. Marketing campaign specialist Search ↗
25. Marketing campaign specialist Find Jobs ↗

Source<https://uk.expertini.com/jobs/job/marketing-campaign-specialist-birmingham-lrqa-9344c1e7e3/>

Generated on: 2024-05-03 by Expertini.Com