

## Senior Marketing Executive

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Company: Nelson Scott

Location: United Kingdom

Category: other-general

### Job Description

#### Senior Marketing Executive

Salary: to £ 25000 p.a.

Location: South East England, South East England

Type: PERM

Ref: VR/04315

A new role reporting the Senior Marketing Manager you will develop and deliver adviser support, campaigns and professional connection marketing initiatives that meet the goals and KPIs of the overall marketing strategy and plan. You will take the lead in designing, developing and delivering marketing campaigns and adviser support initiatives that will generate new client leads and build the awareness of the brand.

Responsibilities:

With support from the Senior Marketing Manager and the wider team, plan the campaigns, marketing collateral and local/regional promotion to support Advisers in further developing business opportunity with their existing clients as well as acquiring new clients Support the development of a plan to develop Professional Connections as a valuable channel for new client acquisition

Develop and maintain the full suite of marketing collateral (print and digital formats) to promote range of products and services including sourcing and purchases branded promotional merchandise

Maintain the marketing document and collateral library and make this easily accessible

to all staff ensuring they are aware when a new document is available

Identify with Advisers to support the delivery of any marketing activity associated with any local or regional sponsorship agreements or community links in support of Adviser client or community relationships

Ensure business and compliance approval on all communication and promotion material following agreed business sign-off process and ensuring regulatory compliance

Ensure lead logging, tracking and monitoring on marketing activity and campaigns associated with Adviser support and Professional Connections

Skills:

In order to be considered for this unique opportunity, candidates need to have:

Previous marketing experience

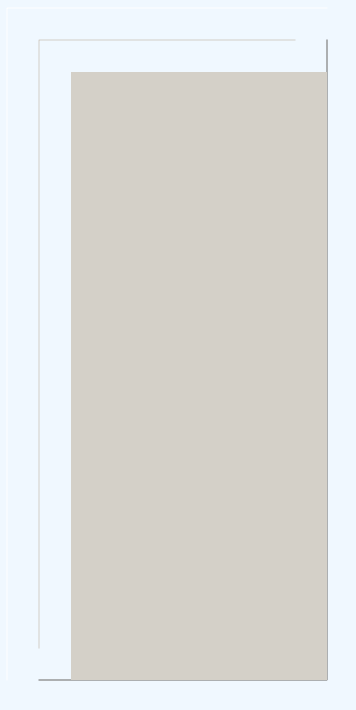
Campaigns management experience across all marketing channels including digital, PR, direct mail, print

Exceptional organisational and project management skills

Strong copy writing skills with the ability to write engaging content interpreting complex financial solutions in to jargon free, easy to understand and compelling communications

Agency management experience including writing briefs and managing and evaluating design ideas

Creative thinker able to come up with fresh and innovative ideas



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