



Job Vacancy – September 2023

Job Title	Marketing Executive – (Maternity Cover, 12 months FTC)
Location	Office Location (Hybrid)
Remuneration Guide	Salary up to £30,000 per annum + benefits
Summary of Role	<p>FTC 12 month to cover a period of maternity leave - January 2024 start. To support the Marketing Manager, implementing the firm’s marketing strategy and to provide assistance to all AR divisions in delivering their marketing initiatives and business development objectives. This is a new role working directly with the Marketing Manager and an opportunity for someone with a minimum of two years’ marketing experience to help grow the function within an expanding property consultancy business.</p> <p>This is a part-time role for 3 days per week with at least 1 day a week at either St Albans, Stokenchurch, or London AR offices.</p>
Key Accountabilities	<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 and recording website leads. • 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 and manage social media channels and content creation, including creating assets and selecting photography. • 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. • Arranging marketing collateral including photography, new starter profiles and business cards. • Monitoring the use of the company’s brand and being a brand advocate both internally and externally. • Develop internal communications including fortnightly company newsletter and business update newsletter.
Qualifications / Experience Knowledge	<ul style="list-style-type: none"> • Min 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.

	<ul style="list-style-type: none">• Experience using Social Media platforms and design tools desirable.• Experience creating copy or creating marketing assets desirable.• Expert skills using Microsoft Office including Excel, PowerPoint, Word and Teams.• Knowledge and experience of digital platforms, for example, WordPress, Mailchimp and Canva/Adobe.• 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.
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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

NO AGENCY CONTACT on this role please