



Marketing Executive Job Description

Job Title:	Marketing Executive
Reports to:	Director
Date prepared:	November 2020

Position summary:

To support the internal sales and marketing activities for Waymaker, with the aim of growing our business and to support the sales and marketing activities for our clients to help grow their businesses.

Key Responsibilities

Carry out the following activities for both Waymaker and our clients:

- Working with the Director to develop and then manage implementing marketing strategies for the business and clients
- Create on-going, evergreen, engaging content for all channels of communication, in line with the strategy and brand identity, to grow potential clients and build community with existing clients
- Managing the marketing initiatives and campaigns from conception to delivery, ensuring consistent messaging across all channels:
 - Social media – Facebook, LinkedIn, Instagram, Twitter, Youtube, Pinterest
 - Website
 - Emails
 - Blogs
 - Any other channels as appropriate
- Write varied, inspiring and engaging content for websites, blogs, newsletters, press releases and any other format as appropriate for the project or account
- Monitoring and analysing marketing activity, and reporting progress to the Director and clients
- Help the Director manage Pipedrive to monitor and analyse the sales pipeline for Waymaker
- Drive growth for the business, understanding the sales objectives driving marketing cycles while coordinating planning and the execution
- Manage client accounts, from the beginning of the relationship to the on-going activity with regular update meetings with the Client and the Director

Qualifications, Experience and Competencies

Qualifications and Experience	<ul style="list-style-type: none"> • Educated to A-Level standard or equivalent. A degree-level qualification would be advantageous, but is by no means essential • Demonstrable experience in a similar role • A strong communicator with an exceptional standard of written and verbal English
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	<ul style="list-style-type: none"> • Flexibility on hours • Strong understanding of social media channels (Facebook, LinkedIn, Instagram, Youtube, Twitter, Pinterest) • Previous experience in social media creative storytelling and content creation • Preferable understanding of programmes such as Hootsuite, Yost, Tailwind, Photoshop and other apps and platforms that make marketing activities efficient • Knowledge of Pipedrive preferable, although not essential as training can be given
Core Competencies	<ul style="list-style-type: none"> • Strong organisational, planning, analysis, and problem-solving skills • Ability to maintain a realistic balance among multiple priorities and to meet deadlines amid conflicting demands and busy work periods • Ability to multi-task and work under pressure in a demanding environment • Ability to work well with all levels of internal management and staff, as well as outside clients and vendors • Excellent written and verbal communication skills, able to professionally represent the company • High level of interpersonal skills to handle sensitive and confidential situations and build relationships with stakeholders, including staff, clients, and external partners • Strong computer and research skills is required to gather and summarise data for reports; proficiency with all applications of Microsoft office for composing, typing and proofing and presenting materials
What we expect from you	<ul style="list-style-type: none"> • To understand the growing and changing needs of a small, growing business and be able to contribute to its success • Confident self-starter with strong work ethic, able to work independently with limited supervision • Work well with the team, giving commitment and loyalty for the good of the business
What we want from you	<ul style="list-style-type: none"> • Appreciate how your contribution has a direct bearing on the success of the business and take pride in your work • Be proactive in suggestions for the growth of the business and see individual success and team success • Look for opportunities for upskilling and training that the business can support you in

Hours of work:

37.5hours per week being flexible from Monday to Friday.

About Waymaker Consulting:

Here at Waymaker we take supporting business seriously. Our purpose is to make a way for businesses to grow by providing a range of support services that make businesses more efficient and productive. We can provide one or a range of support services to help growing businesses in a bespoke package that helps move the business to the next growth milestone. Not only do we show businesses the way to growth, we make the way happen with our hands-on support.