



<b>Job Title:</b>	<b>Digital Marketing Executive</b>	<b>Position Type:</b>	Full time – 37.5 hours per week
<b>Department/Group:</b>	Marketing	<b>Location:</b>	Harrow, North West London
<b>Level/Salary Range:</b>	Negotiable and dependent on experience and skill	<b>Benefits:</b>	25 days annual leave Fantastic working environment Regular team social events

**Applications Accepted By:**

**E-MAIL :**        **HR@CAMPAIGNMASTER.CO.UK**

**Job Description**

**ABOUT US**

Campaign Master (UK) Ltd is a leading email marketing software and services provider. We provide a robust, reliable online solution for professional marketers to promote their business via email and online tools. Our client base is growing and ever evolving so we are looking for hard working, personable people to join our friendly team.

**ROLE AND RESPONSIBILITIES**

You will be working very closely with the management to promote and maintain the Campaignmaster brand. Duties will include:

- Assisting the sales function with marketing efforts to generate new business leads and cross selling opportunities from existing clients
- Design and create stunning email marketing campaigns for prospects and clients
- Producing reports to monitor results of various marketing activities
- Managing the production of marketing materials, including; print publications, training guides and e-newsletters
- Organizing, attending and occasional presenting at internal and external events including; conferences, seminars and trade exhibitions
- Contributing to and developing marketing plans and strategies with management
- Maintaining an excellent understanding of all company products and services
- Supporting the development and growth of the Campaignmaster brand by conducting market research and building customer surveys
- Major involvement in website ongoing development
- PR activity and creating and posting content to social media sites
- Maintaining an excellent knowledge of email marketing trends
- Data management using Excel spread sheets to create and identify target audiences for marketing

**QUALIFICATIONS AND EDUCATION REQUIREMENTS**

You should be a marketing graduate with previous experience in a similar role. Creative copy writing is highly desirable along with working knowledge of managing email marketing campaigns. You must have an excellent working knowledge of all Microsoft Office products. **Proven experience working within CRM/Email marketing tools and campaign management is key to this role.**

**PREFERRED SKILLS**

You must be a pro-active person with a willing and can-do attitude. Have great organizational skills as dealing with a varied workload. Ability to manage various projects, organize and prioritize. Be an excellent team player with great interpersonal skills. Able to manage own workload efficiently to meet set deadlines.

**ADDITIONAL NOTES: ABILITY TO THINK AND PLAN AHEAD WITH EXCELLENT ATTENTION TO DETAIL. EXCELLENT COMMUNICATION SKILLS BOTH VERBAL AND WRITTEN.**