



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

Applications Accepted By:

E-MAIL : HR@CAMPAIGNMASTER.CO.UK **SUBJECT LINE:** ATTENTION: **MARKETING EXECUTIVE ROLE**

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.

ROLE AND RESPONSIBILITIES

Your main responsibility is to promote and maintain the Campaignmaster brand to result in further increase of client retention rates and win new business. Duties will include:

- Assisting the sales function with marketing efforts to generate new business leads and cross selling opportunities from existing clients
- Design, create and maintain stunning email marketing campaigns for prospects and clients
- Keep abreast of best practice email marketing
- Producing reports to monitor results of various marketing activities
- Managing the production of marketing materials, including; print publications, training guides and e-newsletters
- Organising, attending and occasional presenting at internal and external events including; conferences, seminars and trade exhibitions
- Contributing to and developing marketing plans and strategies with the general manager
- Maintaining an excellent understanding of all company products and services
- Supporting the development and growth of the Campaignmaster brand by conducting market research and customer surveys
- Major involvement in ongoing website development
- PR activity involving 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 essential along with hands on experience of email marketing. 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 organisation 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.