



# Marketing Executive

## Job Specification

January 2010  
Version 1.1

## Could you successfully market “Ice to Eskimos?”

This is a fantastic opportunity for someone with a passion for creating and developing online and offline marketing strategies to join one of the UK fastest growing privately owned marketing SaaS businesses, Communicator Corp. Do you have the skills and vision to market marketing software to marketers?

You will have a creative mind and be in touch with current industry trends to devise, plan and execute both new customer acquisition campaigns as well as existing customer retention. Strong teamwork and communication skills are essential to the role, along with a positive and enthusiastic attitude to make a genuine difference to an expanding company. We are recognised as one of the Best Companies to work for in the North East, buy the Best Companies Guide

[http://www.bestcompaniesguide.co.uk/company\\_profile.aspx?CompanySurveyID=41188](http://www.bestcompaniesguide.co.uk/company_profile.aspx?CompanySurveyID=41188)

The ideal candidate will have 1-2 years of relevant B2B marketing experience with a 2:1 degree in ideally marketing or an associated business discipline. Have achieved or be working toward E-consultancy, IDM or CIM accreditations. They will be commercially minded, and have excellent knowledge of the full online and offline marketing mix, including but not limited to:

### **SEO**

A key responsibility including link building

### **PPC**

Experience of managing a PPC with a limited budget

### **Website development**

Usability and functionality strategy – you will have played a role in the planning of a website, and will be able to determine areas of improvements from both a user journey and conversion perspective

### **Email Marketing**

### **Display Advertising**

### **Affiliate Marketing**

### **Reporting / Analytics Systems**

### **Direct Mail**

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**Communicator Corp**  
Delivery beyond expectation



## Key Responsibilities

- Create and execute campaigns both of on-line and off line. Influence and help setting strategy and delivering new ideas and initiatives to maximise revenue, conversion and profitability
- Keep abreast of internet and marketing developments to keep the wider business at the forefront of the industry
- Measure and report on all campaigns results and marketing performance against business budgets and targets, as set by the management team.

## Essential Skills

- Meticulous & demonstrated attention to detail
- Strong numerical skills
- Analytical and reporting skills
- Strong research skills
- Ability to challenge decisions and ask the awkward questions
- It is crucial that you are highly organised and can prioritise, estimate project time, and work to deadlines. Accuracy, speed and high standards are also essential requirements.

## Benefits

- 25 days holiday
- Quarterly Company Nights out – organised by company social committee.
- Childcare Vouchers
- Pension
- Life Assurance