

## Job Description

**Job title: Marketing Executive**  
**Reporting to: Head of Marketing**  
**Position Type: Full time**  
**Salary: Competitive**  
**Location: Northwest London**  
**Start Date: ASAP**  
**Deadline: 23:59, 17<sup>th</sup> October 2021**

### About the role:

We are looking for a highly skilled, creative and driven Marketing Executive to join our growing team. With a proven track record of achieving excellent results, the ideal candidate will be motivated, success driven and have a proactive approach to planning and delivering marketing campaigns and producing the various required deliverables. The successful applicant will report to the Marketing lead, assisting with all aspects of marketing and digital campaigns to strengthen and promote The Zahra Trust's brand identity to new and existing audiences.

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#### Main responsibilities:

- Maintaining and being a point of contact for website content
- Maintaining the brand across collateral and digital assets
- Managing and administering the company's digital image library with appropriate licensing
- Creating and designing collateral as needed
- Acting as a point of contact and liaison with external agencies for design, digital and SEO related activity
- Acting as a point of contact for the management of PPC campaigns
- Creating and managing design templates in tools such as Canva, Adobe Creative Suite, etc.
- Complying with GDPR and PECR
- Undertaking web analytics to improve and develop content
- Writing, managing and driving content for key online platforms (website, LinkedIn, Twitter etc.) and supporting the social media strategy
- Develop engaging social media content, strategies and plans
- Manage multiple campaigns and clients
- Regular scheduling of social media posts and competitions
- Create paid social campaigns on Facebook and Instagram
- Monitor insights to constantly improve campaigns
- Create email marketing newsletters
- Responsible for further developing the social media content strategy across all social media channels, with a strong focus on Instagram, YouTube and Tiktok
- Writing and create short videos for social media purposes
- Growing the audience for all social channels

- Creating monthly social and content reports with tracking and analytics
- Liaising with the business to write press releases and articles to grow brand profiles
- Writing email campaigns for all parts of the business
- Liaising with the business to write internal communications, newsletters and video bulletins
- Writing winning business proposals and tenders
- Working with the SEO Manager to support the SEO strategy including new pages, blogs, articles
- Designing simple marketing materials using InDesign and Adobe Creative Suite and Canva

**Personal Specification:**

- Strong academics - educated to minimum A Level ideally with a design qualification (some coding knowledge would be advantageous)
- Excellent design skills
- Excellent written and spoken communication skills with impeccable grammar, spelling, and punctuation
- Excellent organisation and attention to detail and accuracy
- Excellent IT skills including MS Office (Word, Excel, PowerPoint and Outlook are essential)
- Web content management systems and online database management, web analytics and email marketing tools experience
- Skilled in image manipulation: Adobe Photoshop, Adobe Acrobat
- Ability to learn new software quickly
- Flexible and proactive team player
- Ability to remain calm under pressure and able to work to tight deadlines
- Strong organisational and time management skills
- Ability to manage multiple projects and prioritise effectively
- Strong oral and written communication skills
- Good working knowledge of Canva and Adobe Photoshop Suite
- Excellent written and verbal communication skills
- Experience devising and delivering content marketing strategies and content calendars

Please note that due to the amount of volume of applications anticipated for this position that if we do not respond to you within 14 days, that your application has unfortunately been unsuccessful