

Marketing Executive

We're passionate about marketing that matters – are you? We're looking for someone who is passionate about digital marketing and advertising. Someone who shares our core motivation: the drive to make a *genuine difference for clients* through best practice marketing and to significantly impact the bottom line.

Maverick International Communications is a hard-working and close-knit team of expert B2B marketers, strategists, copywriters, creatives, designers and developers. We create close partnerships with clients based on mutual trust and respect. This means we take time to truly understand the dynamics of their business; it means we genuinely care about delivering commercial outcomes for them; it means we are constantly honing our craft because we believe in the power of best practice marketing to accelerate business growth.

And now, we are looking for a driven person, who shares this belief, to become part of our hugely progressive and dynamic *Marketing Services* division as a Marketing Executive. This role includes working closely with a Senior Marketing Manager on a portfolio of clients to action their marketing programmes.

About the role

- **Assisting a Senior Marketing Manager:** You will work closely with a Senior Marketing Manager to action clients marketing plans and programmes. Training will be provided where needed and we have an ethos as a team to always be learning and progressing together.
- **Execute tailored marketing programmes:** Managing and optimising digital marketing campaigns such as Google Ads, social media organic and advertising, email marketing, SEO, conversion rate optimisation, etc.
- **Create content that engages:** You will research and craft copy briefs for our copy writers to create strong content pieces that resonate with target audiences, for example; case studies, blogs, infographics, emails, videos, industry reports, etc. Working with our world-class design team, you will translate these in compelling content assets.
- **Deliver marketing platform expertise:** You will continually develop your knowledge and skills in supporting technologies such as Google Ads, Bing Ads, Lead Forensics, Google Analytics, Google Search Console, Moz etc.
- **Reporting of results and insights:** You will create monthly reports with data insights and recommendations for future marketing strategies and tactics to drive clients' business growth.

Required qualifications, work experience & skills

- ✓ Bachelor's Degree in Marketing, Advertising or related field.
- ✓ Minimal 2+ years' experience working in a marketing or advertising role (agency or in-house).
- ✓ Google Ads PPC management experience.
- ✓ Ability to multi-task effectively in a fast-paced environment.
- ✓ Strong communication and organisational skills.

About you

- ✓ **You are ready to make a difference.** You are seeking a more interesting, challenging and meaningful role. One where your efforts have a direct impact and you make a genuine difference through your work.
- ✓ **You are prepared to accelerate.** You are ready to step up a gear; to master a marketing executive position and instigate your career journey towards a marketing manager role managing your own portfolio of clients. Future opportunities include progressing to a Senior Marketing Manager and then a Marketing Director role, where you will manage your own team of marketing managers.
- ✓ **You are on a journey of mastery.** You want to master your craft and deepen your expertise. You are proactive in suggesting and trialling new strategies to make this opportunity your own.
- ✓ **You love data, analysis and insight.** You are naturally investigative and analytical. You love digging deep into data to uncover insights that you can translate into fact-based marketing strategies and plans.
- ✓ **You belong with like-minded people.** You want to be part of a team that supports your personal and professional goals, with the freedom to shape your own career. You only want to work with equally driven, expert, organised, creative and ambitious people, in a fun environment where teamwork comes first, and every challenge is embraced as an opportunity to learn and grow.

Salary & Package

An attractive salary and package.

To apply

Email CV and cover note to stacey.piggott@maverick-intl.com