

JOB DESCRIPTION: Marketing Executive

REPORTS TO:

This role reports to the Business Development Manager

WHO ARE WE?

BeeZee Bodies are a behaviour change company who specialise in weight management programmes designed to help you establish a healthier lifestyle. We are passionate about helping people get healthy and find things they love to do!

THE ROLE

You will be managing activity across channels including digital, partnerships, internal marketing and traditional media. Key to future success is putting digital at the core of all campaigns; this will include working on the BeeZee Bodies website, social media, search marketing (SEO & PPC), display and video advertising and marketing automation.

This role focuses on two key areas of work

- 1) Building engagement within BeeZee Bodies professional networks and potential commissioners of our services through the implementation of BeeZee Bodies' marketing strategy that includes:
 - a. Development of our website, publicity materials, events and other communications channels, raising the profile and increasing the influencing capabilities of BeeZee Bodies
 - b. Supporting the existing client facing work we do and building brand awareness.
 - c. Acting as main contact for media and PR relations and supporting staff in this area
- 2) Monitoring Impact and analysing company marketing data to ensure all our campaigns (client facing and b2b) are running as best they can and reporting on any adjustments, improvements, findings to inform future work.

MAIN DUTIES

- Production of communications and media outputs.
- Manage, maintain and develop the website, social media channels and printed materials in line with communications strategy.
- Produce engaging content (alongside copy editor) for a variety of channels (including blogs, social media, reports, case studies and short films).
- Write and design email newsletters.
- Develop, prioritise and coordinate an annual programme of BeeZee Bodies events that promote and inform the Professionals and stakeholders about our work.
- Monitor national, regional and local healthy lifestyles campaigns and integrate activity with these when relevant.

DELIVER ON THE AIMS OF THE COMMUNICATIONS STRATEGY

- Coordination of an annual plan of communications priorities / activities.
- Support the delivery of BeeZee Bodies priority campaigns and the production of reports and white papers.
- Coordinate industry, commercial and charitable promotional partnerships.
- Organise internal communications to keep staff up to date and engaged with ongoing marketing activity, plus support the development of their professional digital profiles.
- Support any BeeZee Bodies interns in their capacity as communications and events coordinators.
- Budget management and reporting.

PRESS, PR & MEDIA WORK

- Build relationships with and influence a wide variety of media (local and national).
- Promote the work of BeeZee Bodies via the media and speaking opportunities, including coordinating media interviews and presentations by senior BeeZee Bodies staff.
- Writing and submitting awards entries.
- Monitor media coverage, web, email newsletter, social media and digital marketing metrics and use these to inform future work.
- Seek opportunities to expand and promote awareness of BeeZee Bodies' work.

DIGITAL MARKETING

- Use marketing automation technology to create bespoke customer email journeys, e.g. with HubSpot etc. Management of PPC, display and video marketing (via Facebook, Google Ads). Paid social media campaign management.
- SEO monitoring and optimisation.
- Analytics and attribution monitoring and reporting.

COMMUNICATIONS AND WORKING RELATIONSHIPS

- Regular supervision sessions and appraisals with line manager. Operate as a member of the BeeZee Bodies team.
- Build links with wider health networks locally and nationally.
- Attend BeeZee Bodies team meetings, staff training and development events. Represent the organisation externally at meetings and events.

The list of duties in the job description should not be regarded as exclusive or exhaustive. As things change, we need to change with them. This means we will regularly review the best use of your time and skills in line with what we are looking to achieve as a business.

THE IMPORTANT STUFF: HOURS & DOSH!

Location: Hertfordshire or Brighton
Post Term: Permanent
Hours: 40 hrs per week
Salary: £23,000 - £25,000 pa

OTHER BENEFITS

- Work that is meaningful and helps change lives.
- Being part of a vibrant organisation who love to innovate and want to be at the forefront of public health.
- Work with a supportive team of like-minded people towards something that matters. A chance to take part in fun workplace activities and challenges.
- Mentoring, coaching and regular training.
- Management who really care about giving you a great working experience.

PERSON SPECIFICATION – Marketing Executive

Category	Essential	Desirable
Attributes	<ul style="list-style-type: none"> – Confident communicator with an excellent standard of English – Self-motivated – Team player – Analytical 	<ul style="list-style-type: none"> - An understanding of how digital marketing is used effectively in other market sectors
Education	<ul style="list-style-type: none"> – Qualification in a marketing, communication or digital media field 	<ul style="list-style-type: none"> – degree in a marketing or digital media field
Knowledge and Experience	<ul style="list-style-type: none"> – At least 2 years digital marketing experience – Experience in maintaining and updating websites using various Content Management Systems – Experience of using Google analytics platform – Experience of managing multiple social media platforms – Experience of operating at a strategic level in the growth and development of a digital marketing function – Development and management of on-line data capture – Experience of developing proactive and creative marketing ideas with a proven record of success. 	<ul style="list-style-type: none"> – At least 3 years digital marketing experience – Experience of PPC and display advertising
Skills	<ul style="list-style-type: none"> – Excellent communication skills – both written and verbal – Excellent computer skills; CRM’s; office software – Able to develop a positive on-going working relationship at all levels across the company internally, and with other organisations – Strong organisational and project management skills – Excellent organisational and time management skills 	<ul style="list-style-type: none"> – Experience of Microsoft Teams – Ability to manage prioritise multiple projects simultaneously – Ability to work unsupervised

<p>Personal Qualities</p>	<ul style="list-style-type: none"> - Ability to identify opportunities for marketing and other improvements that may benefit the business - Personable and able to bring people on a journey internally - Willingness to travel across all branches within the BeeZee Bodies (UK) - Act with a high degree of integrity while representing the values of the BeeZee Bodies 	<ul style="list-style-type: none"> - Enthusiasm, passion and a natural curiosity to understand how things work
<p>Special knowledge</p>	<ul style="list-style-type: none"> - Advanced experience of using Content Management Systems - Google Analytics, Tag Manager - Experience of using Facebook Manager - Social Media platforms – Twitter, LinkedIn, Instagram, etc - Campaign Monitoring Platforms 	<ul style="list-style-type: none"> - Experience in using HubSpot - Google Squared Training - Experience using Hot Jar - Experience of using WordPress - Experience of Hootsuite, Sem Rush,