



Document Detail:	Job Description
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Detailed job description ~ Senior Marketing Executive

Overview

This is an exceptionally challenging role in a small team within our rapidly expanding business specialising in the provision of market leading Business Intelligence solutions, and event management and registration systems.

The role will be diverse, challenging and variable. You will have the prime responsibility of conceiving, actioning and measuring new and diverse marketing strategies for the Company's key solutions primarily aimed at companies both attending exhibitions and events throughout the UK and continental Europe and also organising events.

The role will encompass the entire spectrum of marketing; plus maybe creating some totally new marketing practises where we can..!

Highly effective communication skills, a sharp and smart presentation and the ability to travel internationally without any personal or visa constraints and work unsociable hours are prerequisite to the position.

You will possess a strong practical approach to problem solving, vision for expanding the products currently offered and the ability to remain cool and efficient under high levels of pressure, which will may include working to immoveable event deadlines.

Whilst elements of this role may be flexible according to your primary strengths and areas of expertise, it is essential that you have an unshakeable desire to be part of a small and growing technology company at a critical stage of its development.

You must be prepared to take the initiative and have confidence and belief in your ability during your day-to-day activities.

Hard work, commitment, focus and a level-head are pre-requisites and, although this will initially be a fairly individual position, you should possess the ability to work and integrate with your colleagues within the Company where necessary: ***this is not a job for the faint hearted.***



Primary Objectives of Role

Your primary role will to encompass the end-to-end management of the marketing within our Company. You will have a rounded knowledge of marketing including PR and advertising. The following activities will be included but there will no doubt be many others;

- 📄 The creation of a three-year rolling marketing plan for the Company.
- 📄 The creation and implementation of roll-out strategies for the plan.
- 📄 The creation and implementation of a measurement matrix to allow total analysis and understanding of each marketing element actioned.
- 📄 You will create and maintain full documentation of all activity.
- 📄 You will keep fully abreast of all current marketing methodologies and opportunities.
- 📄 Communicate clearly and professionally with both internal teams, Press and suppliers and customers where necessary.
- 📄 You should also possess the ability to negotiate strong deals with suppliers!
- 📄 Maintain a professional and enthusiastic attitude towards the successful fulfilment of all projects.
- 📄 Where appropriate, maintain and develop client relationships with a view to not only retaining existing business but also developing new business opportunities – think long term!
- 📄 Contribute towards the development of Microdata's products, so that these continue to meet with and exceed client requirements and any competitive product.
- 📄 You may be required to participate in the set-up and installation of solutions at multiple event venues throughout UK, continental Europe and the USA to allow you to gain a complete all-round understanding of the Company's solutions.
- 📄 You will report directly to and work closely with the Managing Director of the Company.
- 📄 You will lead, not follow...

Mandatory Skills

- 📄 A strong background in a range of diverse marketing practices
- 📄 Excellent communicator
- 📄 Deliver exceptionally high standard of work
- 📄 Excellent written and spoken English
- 📄 High quality work ethic
- 📄 Strong self-belief
- 📄 Commitment
- 📄 Not be afraid to fail
- 📄 Self motivated
- 📄 Career driven
- 📄 Innovative



Competencies

- 📄 Knowledge/experience of additional European language/s
- 📄 Appreciation of Bollinger
- 📄 Planning and Time Management
- 📄 Process improvement – creatively approach problems and provide achievable solutions, proactively offer suggestions for process and procedural improvements
- 📄 Planning and Time Management
- 📄 Proven problem solving skills
- 📄 Vision
- 📄 Enthusiasm
- 📄 Process improvement – creatively approach problems and provide achievable solutions, proactively offer suggestions for process and procedural improvements

Personal Attributes

- 📄 Sense of humour (You'll need it!)
- 📄 Excellent personal presentation
- 📄 Physical and mental fitness
- 📄 Proven achievements to date
- 📄 Ability to work accurately under pressure and use own initiative
- 📄 Flexible, calm and practical in outlook

Benefits Package

- 📄 Starting salary of £25,000 - 35,000 pa ~ Purely dependant upon experience but prove yourself and you will be rewarded accordingly!
- 📄 Bonus Scheme.
- 📄 20 days annual leave.
- 📄 Employee private health scheme.
- 📄 Time off in lieu of Bank Holidays and any weekends worked.

Application Process

Please apply by forwarding your CV and a covering letter to the Managing Director at the address on the header of this document.

Alternatively you may submit your application electronically via our website.

**All applications will be treated in the strictest confidence
and all on-going contact will be conducted with discretion**

<http://www.microdata-solutions.com> ~ *Do you have the Intelligence?*