

---

## JOB DESCRIPTION

<b>POST:</b>	Marketing Executive
<b>POST HOLDER:</b>	
<b>REPORTS TO:</b>	PR and Press Services Manager
<b>RESPONSIBLE FOR:</b>	N/A
<b>GRADE:</b>	<b>£19,000 (pro rata) + benefits</b>
<b>LOCATION:</b>	Worcester
<b>WORKING HOURS:</b>	Part-Time – 22.5 hours per week
<b>MAIN PURPOSE:</b>	To assist in the implementation of Herefordshire and Worcestershire Chamber of Commerce's marketing strategy and marketing activities .

---

### KEY DUTIES / RESPONSIBILITIES:

1. To support the ongoing, development, implementation and evaluation of the organisations marketing and communications strategy and associated plans.
2. To assist in the production of all Chamber promotional literature and ensure that all material produced adheres to the 'Brand' development strategy and corresponding branding guidelines.
3. To be active in the creation and implementation of an ongoing media relations plans in conjunction with staff relevant to the project or event
4. To provide support in the production of Business Direction (or other organisational publications/magazines) on a bi-monthly basis in conjunction with the PR and Press Services Manager.
5. To help monitor the effectiveness of marketing activity and undertake market research as appropriate.
6. To contribute to the development and content of the Chamber website in conjunction with the Marketplace/Web Coordinator.
7. To liaise with external marketing/graphic design and PR support.
8. To contribute to the development of a robust process to evaluate and analyse members views to determine their future needs, using this information to inform and influence the commercial operation and development of the Chamber.
9. To provide creative marketing support as required, including:
  - Creating marketing literature
  - Proofreading
  - Copywriting

Assisting in the organisation of events when appropriate

10. To ensure that the correct company procedures are adhered to when making orders in relation to the marketing budget.

**GENERIC TASKS:**

1. To work closely with other team members to ensure that all Business Plan, Performance and Financial Targets are achieved.
2. To keep updated with all new literature and information and maintain a thorough knowledge of new procedures.
3. To work closely with other team members to complement and support the organisation's delivery and development.
4. Any other duties as directed by the PR and Press Services Manager, Director of Business Development or Chief Executive.
5. To ensure that marketing processes are followed to be compliant with ISO 9001. To make suggestions for improvements to the quality management system where appropriate.
6. To adhere to and actively promote the Chamber Equal Opportunities policy.
7. At all times to work within the Chamber Health and Safety policy and ensure so far as is reasonable that safe working practices are established, maintained and followed.
8. To work within and assist in maintaining the liP principles for the organisation.
9. To keep up to date on Chamber activities, objectives and promotions by attending regular Commercial Operations team meetings.

**PERSON SPECIFICATION:**

1. Proven practical experience of working within a similar Marketing support role.
2. A creative and innovative approach to marketing, that supports the achievement of organisational goals and objectives.
3. Ability to articulate ideas and implement when instructed to.
4. Commercially focussed.
5. A proven ability to write copy, proof read and generate professional marketing literature.
- 5.
6. Professional credibility with high levels of personal motivation.
7. Ability to communicate confidently at all levels (verbally and in writing) externally and internally at all levels.
8. Ability to manage a range of different tasks with developed time management skills and experience of working to deadlines.
9. A self starter and team player, who is results driven.
10. Proficient in the use of MS Office.

**MOBILITY:**

1. Car owner with full driving licence.