

JOB DESCRIPTION



This job description outlines the key accountabilities of, and output required from, the postholder. It is not a definitive list and the role may well change and evolve over time.

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| Name: | |
| Job title: | Marketing Executive |
| Department / location: | Commercial, Canterbury Office |
| Report to: | Senior Marketing Manager |

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| Main purpose of the job: |
| To provide an efficient and effective marketing and administrative support function to Real Group Ltd at the Canterbury Office. |
| Key tasks and responsibilities: |
| <ul style="list-style-type: none">• To be part of the marketing team, assisting in promotional activities and projects across all business units, include Real Training and Dyslexia Action Training• To attend and contribute in marketing planning meetings• To lead the planning of and attendance at exhibitions• To liaise effectively and professionally with external partners, delegates and tutors to coordinate marketing activities• To support the sales team when required and provide excellent customer service by responding helpfully and productively to email enquiries relating to training courses• To work with various IT systems including a customer relationship management database keeping accurate records and tasks up to date• To support the Senior Marketing Manager and the Senior Marketing Executives in |

other marketing activities and projects

- To support the sales/admissions process for prospective clients to aid successful recruitment onto courses, supporting the wider Real Group teams where necessary

Person specification

- A HND/Degree or equivalent experience
- Demonstrable organisational and interpersonal skills to work effectively with internal and external stakeholders.
- Proven written and presentation skills, enabling you to share projects and proposals with team members and external stakeholders.
- Excellent verbal communication, interpersonal and team working skills and the ability to work with a diverse range of customers and colleagues.
- Experience working within an education environment is desirable. Many of our clients work in educational institutions.
- Self-motivation to achieve goals using your initiative, responsibility and attention to detail being able to keep within plans and budgets.
- A commitment to Real Group's values of inclusivity, integrity, positivity, curiosity, growth and sustainability.

Practical requirements:

- Attend relevant exhibitions in the UK as required with notice
- Attend team meetings either in, but not exclusively, the Real Group Canterbury or Greenwich offices.
- 37.5 hours / week

The above job description is a guide to the work you may be required to undertake but does not form part of your contract of employment and may change from time to time to reflect changing circumstances.

Date: December 2021