**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.*

| **Job title:** | Senior Marketing Executive  |
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| **Department / location:** | Kent or London office |
| **Report to:** | Head of Sales and Marketing |

| **Main purpose of the job:** |
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| To provide an efficient and effective sales and marketing support function to Real Group Ltd. |
| **Key tasks and responsibilities:** |
| In collaboration with the team, the Head of Sales and Marketing will review each team member’s primary responsibilities at least once per year and communicate these internally. Senior Marketing Executives will lead and/or support on the following tasks and responsibilities across all Real Group brands, as required:* To be part of the sales and marketing team for Real Training and Dyslexia Action to assist in promotional activities and projects.
* To maximise sales of Real Group products.
* To work with various IT systems, including a customer relationship management database and a range of online marketing tools.
* To create, deliver and monitor SEO campaigns which may include using Google Adwords if cost effective.
* To monitor and improve visit to sale conversion.
* To manage and update website content to reflect new/changed courses.
* To produce effective and timely email campaigns.
* To create and deliver event management plans for all Real Group brands.
* To attend industry events, representing Real Group.
* To manage the post-event leads follow-up process.
* To create and promote customer testimonials and case studies.
* To produce and update physical marketing collateral for use at events.
* To produce and share editorial social media content.
* To produce and share video content.
* To develop new content marketing pieces, collaborating with delegates, tutors and colleagues, where necessary.
* To support junior sales and marketing team members.
* To support the Head of Sales and Marketing in other marketing projects.
* To provide back-up support to the course enquiry team by taking and advising on course enquiry calls and emails when needed, working with the Head of Sales and Marketing to ensure telephone lines are covered and serviced effectively.
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| **Measurable output:** |
| Based on key primary responsibilities, the measurable output could include:* Improved website engagement and conversion rates.
* Improved SEO and PPC performance.
* Increase social media footprint and engagement.
* Maintained and updated websites.
* Successful event delivery creating new leads and opportunities for Real Group.
* Updated marketing literature and other collateral required.
* Regular and effective emails with good click-thru rates.
* Provide quarterly customer feedback reports to the Head of Sales and Marketing, Heads of Department and Directors.
* Provide monthly digital marketing reports to the Head of Sales and Marketing, Heads of Department and Directors.
* Provide annual competitor analysis reports to the Head of Sales and Marketing, Heads of Department and Directors.
* Report campaign and project results, giving recommendations for strategic changes to the Head of Sales and Marketing and the Head of Commercial Development.
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| **Person Specification:** |
| * Educated to degree level or equivalent experience
* Excellent verbal communication, interpersonal and team working skills and the ability to work with a diverse range of customers and colleagues.
* Commercial understanding - knowledge and experience of working in a marketing team in a commercial environment.
* Experience in delivering successful marketing campaigns across all digital and traditional channels.
* Excellent copywriting and proofreading skills for effective email marketing campaigns.
* Creative skills in developing video and other engaging marketing content is desirable.
* Willingness to attend industry events and represent the company.
* 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.
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| **Practical requirements:** |
| * Place of work will be the Kent or London Real Group office.
* Attend team meetings either in, but not exclusively, the Real Group Kent or London offices.
* Attend external events as and when required
* Core hours - 37.5 hours per week, taking a 30 minute unpaid break if working for a continuous period of more than 6 hours.
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| *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: March 2022** |