**Marketing executive: job description**

Duration: 12-month contract, autumn 2025 onwards

Salary equivalent: £28,000

Reports into: Marketing Manager

Based: virtual working with occasional meetings in central London

**Role summary**

To implement the PTC’s annual marketing plan across all channels within the agreed budget and timeframe, reporting into the Marketing Manager. Coordinate web content, webinars, email, marketing, social-media campaigns, CRM administration, analytics and reporting.

# **Principal responsibilities**

* *Advertising*: devise, implement and analyse advertising campaigns across online and offline channels; manage the PTC’s Google AdWords account; produce the annual catalogue, adhering to brand guidelines.
* *Data and systems*: ensure that data are high quality, deduped and updated regularly, GDPR compliant, accurate and relevant in both email-service-provider (ESP) and customer-relationship-management (CRM) systems; use insights and automation tools within systems to sell, upsell, bundle and cross-sell PTC’s offerings.
* *Email*: create and send targeted emails, drive lead generation, manage database entries and lists, run re-engagement campaigns.
* *Partnerships*: manage ongoing relationships with existing partners.
* *PTC website*: work with colleagues to keep the site up to date, accurate, accessible and functional, providing a good user experience, with high-quality, relevant content, including student testimonials.
* *Social media*: create, curate and post content across PTC’s social-media platforms to drive brand awareness and engagement; respond to customer feedback and queries.
* *General*: attend industry events; work effectively with colleagues, tutors and stakeholders, attending meetings as required; stay abreast of developments in training and publishing; provide monthly reporting on marketing platforms and activities, analysing campaigns to drive continuous improvement.

# **Person Specification**

*Skills and experience – required*

* Excellent copywriting, time-management and project-management skills
* Good communication and negotiation skills
* Working with data and CRM systems
* Working on websites and content-management systems (CMS)
* Familiarity with MS Office suite (Word, Excel, Outlook)
* Managing and working with a range of stakeholders

*Skills and experience – desired*

* Publishing or learning-environment experience
* Familiarity and experience of using AI

*Personal qualities required*

* Able to work in and promote a collaborative team environment
* Financially aware, commercially astute