

job description



Position title	Digital Marketing Executive
Date	20 June 2024
Line Manager title	Marketing Manager
Grade	11

Purpose

The marketing executive is responsible for providing tactical day-to-day support to the marketing and customer experience team.

Key responsibilities

As part of an integrated marketing and customer experience team, the marketing executive will develop and manage marketing campaigns and also work closely with marketing managers to create social media campaigns and optimise social content for a number of audiences within the I&C sector, public sector and brand-led content.

- The ideal candidate will have a minimum of two years' extensive online marketing experience and a strong working knowledge of SEO, SEM including paid and display, Google Analytics and management of websites/CMS.
- The marketing executive will be responsible for end-to-end planning, coordination and reporting from events including live events i.e. conferences, trade shows, study visits etc. as well as webinars and webcasts. Event coordination is a large element of the role and will require the candidate to liaise with internal and external stakeholders on all levels.
- The marketing executive will be responsible for administrative tasks such as maintaining distribution lists generated as a result of marketing activities, updating the marketing activity planner and the editorial calendars, lead generation lists circulation, etc.
- The role involves researching, gathering and presenting content that surrounds specific subject matter for external channels including social media, content management system and the website. The marketing executive will take responsibility for editing and delivering timely and targeted content to segmented external audience including existing and prospective customers, industry influencers and other stakeholders.
- The role also involves working with a wide range of internal stakeholders, including board members, senior managers to operatives. The marketing executive will work closely with the corporate affairs team, and the brand and design team to ensure all collateral is produced in line with the SUEZ brand guidelines, as well as the internal communications team to ensure information flow.

Skills

- Excellent creative written and spoken skills.
- Able to write and produce good quality content under pressure and at short notice.
- Experience in proofreading and copy editing with strong attention to detail and a common sense approach.
- Expert in using Microsoft Word, Excel and PowerPoint.
- Experience of using CMS, digital platforms such as Word Press and email automation tools i.e. Pardot, MailChimp and social media management tools i.e. Hootsuite.
- Excellent interpersonal skills and the ability to translate technical information into a digestible format.

Behaviours

- Happy to work as part of a team
- Positive and solution-focused attitude
- Fast learner
- Supportive team member
- Problem solver

Knowledge

- Marketing executive will be required to learn the principles of the waste and resource industry follow industry news.
- The candidate will be required to read SUEZ thought leadership reports and be familiar with content produced as part of our webinar programme.
- Knowledge of marketing principles is a must.
- Knowledge of project management programmes is desirable.

Specific candidate requirements

- As stated in Skills and Behaviours sections.

Qualifications

A graduate with qualifications in marketing, business or media, preferably with two years' hands on experience of managing search engine optimisation projects, paid advertising (Google Ads, Bing, social media).

Please note: The content of this job description reflects the main duties and responsibilities of the job and is not intended to form part of the contract of employment. SUEZ may revise the content of the role and responsibilities at its discretion.