

MARKETING OFFICER

(Maternity Cover 9-12 Months)



WHO ARE YOU?

If you're driven with a passion for Marketing through all disciplines and are used to juggling several campaigns at once, then we want to hear from you!

This is a pivotal role, covering a period of maternity leave and providing first class support to our Marketing Managers. We love our Marketing Officers to be motivated and enthusiastic with a real passion for continuous learning and improvement.

SO, WHAT ABOUT THE ROLE?

The ideal candidate must be super confident with the ability to 'sell' their ideas.

HERE'S JUST SOME OF THE 'STUFF' YOU MIGHT BE WORKING ON:

- Planning, developing and implementing effective marketing communication campaigns.
- Using the full marketing mix for the company's marketing communications.
- Writing copy for all marketing collateral, including brochures, letters, emails and websites.
- Working with the in-house design team to produce marketing collateral in line with brand guidelines.
- Understanding the product and customer profile and write thorough specs for each.
- Monitoring ongoing campaign spend against the budget, keeping accurate records and highlighting where variances occur.
- Producing an accurate summary of total spend at the end of a marketing campaign.
- Undertaking detailed ongoing analysis of marketing campaigns to ensure targets are met.
- Assisting in the production of ongoing competitor analysis and reporting.
- Delivering required information/statistics to the Marketing Managers within a timely manner.

SO, WHAT ESSENTIAL THINGS DO WE NEED YOU TO HAVE?

- Proven experience of copywriting various marketing collateral
- Proven knowledge of marketing functions and activity execution
- 2+ years in a similar role
- Excellent written and verbal communication skills
- Proficient in Microsoft Office and Outlook
- Ability to prepare engaging content and presentations

WHAT DESIRABLE THINGS DO WE NEED YOU TO HAVE?

- Excellent spoken and written communication skills
- The ability to work well as part of a team and good interpersonal skills
- Drive, motivation and enthusiasm
- The ability to work under pressure and to deadlines
- The ability to use your initiative and the confidence to 'sell' your ideas
- Attention to detail

WHAT'S IN IT FOR YOU?

We are building a great culture here at Giacom, whether that's grabbing some great "bean to cup coffee", or a game of pool or air hockey in our chill out area. We offer a competitive salary with added employee benefits, development opportunities, and recognition for hard work – we can't wait to meet you!

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FURTHER INFORMATION:

This is a Maternity Cover role offered on a fixed term contract for 9-12 months. The ideal candidate will be available to start as soon as possible.

WANT TO WORK FOR US? SIMPLY SEND YOUR CV & COVER LETTER TO APPLY@GIACOM.COM