

Job description

Job Title: Senior Marketing Executive

Location: Abingdon, Head Office

Department: Marketing

Position Reports To: Brand Manager

Company Overview

Gigaclear is a fast growing, game changing builder and provider of pure fibre broadband services to residential customers and businesses in England. We have an ambition to make a significant difference to the broadband landscape in rural England and improve our customers lives through the provision of world class broadband services.

The marketing team are integral to the organisation's overall success by managing how we speak to our audiences, when and through which channels. Led by a Head of Marketing and Propositions, the priority of the team is focused on acquisition of leads and prospects through a multi-channel marketing approach. The team proactively are growing and developing the Gigaclear brand within the telecoms industry while creating communities that love us.

Purpose of the job

We are looking for forward thinking, enthusiastic individuals to join our team. You will be keen to learn, adaptable and excited to be part of our fast-growing organisation.

This role will focus on planning and delivering targeted campaigns, designed to build the brand awareness, as well as drive prospect generation and orders. You will also support with ad-hoc special projects, brand initiatives and product launches and provide support across a range of sales and marketing activities.

Key Accountability & Responsibilities

- Plan and deliver campaigns in line with the marketing plans – including launching the brand in new communities as well as driving customer acquisition in existing communities.
- Work across a range of marcomms mix – including offline and online.
- Work closely with an external creative agency to design marketing materials
- Arrange the effective distribution of marketing materials
- Write and proofread marketing copy for both online and print campaigns
- Ensure there's a consistent brand and tone across all communications and touchpoints
- Maintain a strong working relationship and collaborate with relevant stakeholders across the business
- Ensure all projects are delivered on time, to budget and brief
- Support with special projects, brand initiatives and product launches
- Support with sales and marketing events
- Track marketing performance and prepare weekly or monthly reports for management

Knowledge & Skills

- Communication and interpersonal skills
- Commercial awareness and business acumen
- The ability to think strategically
- Experience of delivering multi-channel campaigns
- Ability to juggle multiple projects and prioritise effectively
- The ability to work well under pressure
- Excellent writing skills
- Able to work independently and as part of a wider team
- Experience of working with external agencies
- Salesforce and Pardot experience is desirable
- Comfortable working with data (customer, campaign analysis, Power Bi)

Qualifications & Accreditations

- At least 3 years' marketing experience in a similar role
- A marketing or communications related qualification and/or degree (desirable)

Our Values

Find a way - we will work together to deliver market-leading solutions and provide customer service excellence to our communities

Do the right thing - we always base our decisions on what we believe is fair, considerate and in the best interest of our customers and our colleagues

Be committed - we are all accountable for our actions and work relentlessly with our many customers to deliver on our promises

Keep it simple - we take potentially complex and confusing information, and we make it easy for everyone to understand

This job description is not intended to be exhaustive. The post holder will be expected to adopt a flexible attitude to the duties which may be varied (after discussion), subject to the needs of the business and in keeping with the general profile of the role.