



The PHA Group

Senior Marketing Executive/ Marketing Manager job description

About us

The PHA Group is one of the fastest growing and most dynamic PR companies in the UK, proud to have achieved an array of industry awards while delivering exceptional levels of service to many high-profile clients.

About the role

We are currently looking for a *Senior Marketing Executive/ Marketing Manager* to join our fast-paced team and support The PHA Group senior marketing manager, divisional directors and managers in setting divisional strategy and objectives to maximise new client leads, grow business opportunities and provide accurate ROI.

The ideal candidate will be able to lead activity and make informed decisions to assist in identifying, developing, managing and measuring integrated traditional and digital marketing campaigns. Activity will support the agreed marketing and sales strategies, to meet objectives for the business.

Main duties and responsibilities

Brand management:

- To be a brand and divisional ambassador – ensuring quality, consistency and adherence to brand guidelines across all activities.
- Work with the senior marketing manager to communicate and reinforce brand guidelines in all marketing material, maintain and developing corporate image, values and reputation.

Campaign management:

- Schedule and project manage tactical plans to ensure key initiatives are prioritised and all plans delivered to the highest quality, on time and within budget.
- Write creative messaging for campaigns across the full range of channels, which maximises the impact of campaigns within the agreed messaging and look and feel of the brand.
- Oversee the design, production and distribution of collateral as required to maximise efficiency, achieving cost benefits and ensuring quality standards are met and all material is proofed.
- Work with other members of the team and divisional stakeholders to ensure their expertise, opinions and advice are sought and included as part of all relevant marketing campaigns and activities.

Research and reporting:

- Measure and analyse all marketing campaigns and activities against targets agreed with the senior marketing manager or stakeholders to build on success and monitor and track meaningful ROI.
- To carry out research and client surveys to assess demand, brand positioning and awareness, to assist in maximising the effectiveness of marketing activities.
- To carry out market research and competitor analysis.

General

- Lead project and divisional strategies, as defined by the senior marketing manager.
- Uphold the values and standards of the organisation at all times.
- Follow proper procedures for purchasing, invoicing and monitoring, as per our policy.
- Provide cover for colleagues, when required.

Skills required

- At least 2-3 years' marketing experience
- Excellent verbal and written skills
- Strong team player and self-starter
- Email marketing software experience is advantageous (MailChimp)
- Proficient knowledge of Google Analytics to measure progress and improvements
- Experience working with CMS
- Natively social, with a demonstrable interest in and understanding of the main social media platforms
- SEO and PPC experience is advantageous
- Proof reading skills and strong attention to detail
- Microsoft suite (advanced)

About you

We look for individuals who can demonstrate energy and enthusiasm for any challenge they encounter and who are looking to develop their career in an award-winning, innovative PR agency. You should also be...

- A team player
- An exceptional communicator
- Highly committed
- Results driven
- Self-motivated
- Super organised
- Passionate
- Creative

The team

PHA people have a real love and genuine passion for the media, are driven by results and are hugely successful. We think creatively to differentiate ourselves, develop new approaches and deliver an outstanding level of service to all. Our success is driven by the commitment, work ethic and exceptional communication skills of our team. We are also a sociable, friendly bunch and are always looking for likeminded people to join us. You can send your CV & covering letter to **natashan@thephagroup.com**.

Hours: Hours will be 8:30am to 5:30pm Monday to Thursday and 8:30am to 4pm on Friday.

The PHA Group Staff Benefits



Up to 31 Days
Leave plus Bank
Holidays



Team Treats



£500 Birthday
Bonus



10% New
Business Bonus



Medicash



PHA Awards



Cucumber
Salon Corporate
Discount



Cupcake Award



£500 Holiday
Bonus



Summer Event



Christmas Event



PHA Pension
Scheme



Childcare
Voucher Scheme



Eye Tests



Recruitment
Incentive: Staff
Referral Fee



4pm Friday Finish



Ideas Bank



Staff Wellbeing
Initiative



Fresh Fruit
delivered to the
office



Local Businesses
Corporate
Discount