

Marketing & Communications Executive. Full Time. Gateshead.

Salary: £32,500 per annum. Plus Pension, Benefits and Holiday Package of up to 37 days inc. Bank Holidays.

Title: Marketing & Communications Executive

Reports to: Chief Operating Officer

LexiaUK Ltd. is a leading educational software provider and exclusive distributor of Lexia® literacy skills software. As part of an ongoing drive to enhance our marketing strategy, we require an experienced Marketing & Communications Executive.

The successful candidate will help maintain and develop the company's presence across all forms of communication to existing and prospective customers. This is a varied and interesting role, working closely with all departments. Experience in marketing to the education sector would be advantageous however is not essential as support will be provided. What we do need however, are exceptional copywriting and proof-reading skills due to the nature of our target audience.

Duties / Responsibilities:

Supporting your line manager, and often working on your own initiative, you will be responsible for implementing and developing assigned marketing campaigns for our products and services. You will be involved at all levels, working across several teams in order to ensure the marketing function delivers on its objectives.

This job is full of variety so you will need to be able to turn your hand to a multitude of tasks. Regular duties include:

- Assisting in, and creating lead generation campaigns (including mass mailers and regular email campaigns)
- Coordinating projects across multiple teams
- Analysis and reporting on the effectiveness of campaigns
- Provide research-based and informed input into marketing strategy
- Organising assigned promotional events (field-based and online)
- Contact database maintenance, including CRM and spreadsheets
- Conducting and writing up phone-based questionnaires
- Regularly review, maintain and provide input into the updating of promotional materials & website
- Work with outside agencies (marketing, print, events)
- Keeping abreast of educational policy/practices and providing input into aligning company messaging
- Anglicising US product and marketing content
- In and outbound telephone work to support marketing objectives
- Performing general admin duties to support the marketing function

Personal qualities required:

- Exceptional copywriting & proof reading skills are required
- Highly literate with strong communication skills (written & verbal)
- A clear and demonstrable understanding of multiple marketing disciplines
- Experience in writing effective marketing campaigns
- Strong analytical skills with great attention to detail
- Excellent admin/organisational skills
- Adaptable, in order to meet the demands of this varied and developing role

Qualifications & Experience

Essential:

- Qualified to Degree level – or equivalent (ideally with a marketing, advertising or business degree).
- Strong pass 'A-level' English or higher
- Minimum 3 years' experience in a similar role
- Proven track record of meeting assigned targets and deadlines
- Experience in coordinating projects across multiple teams
- Competent and confident in programs such as: WordPress, Adobe, Word, Excel, Marketing Automation Platforms (Wired Plus or similar)

- Strong desktop publishing / graphical design skills
- Required to take holidays out of school term time
- May be required to travel (overnight stays)
- Has the capacity to work from home if required, e.g. COVID-19 restrictions.

Desirable:

- Good knowledge of the Education Sector (policy, structure, funding, needs)
- Knowledge and experience of how children learn to read
- Good knowledge and understanding of data protection rules
- Membership of the CIM would be advantageous

Note:

As Marketing & Communications Executive, the successful candidate will work with school data and may visit schools, therefore the successful candidate must pass a DBS check.

Our modern, top floor office provides stunning views of Tyneside and is conveniently located next to local transport links and amenities.