

JOB SPEC

Date:	October/November 2021
Title:	Marketing Success Executive
Reports To:	Chris Lund, Marketing Success Director
Location:	Wellington Way, Brooklands Business Park, Weybridge KT13 0TT

About Cremarc

Cremarc is a team of forward-thinking creative marketers with offices in Weybridge, Surrey. We work primarily in the tech sector, focusing on B2B, and provide services that cover the full marketing mix.

We are passionate about marketing and experts in technology. Our know-how and experience ensure that we always deliver results for our loyal clients.

Overview of Role

After a significant amount of growth at Cremarc in recent months, we are looking for a Marketing Success Executive. The role has been created to provide support to Marketing Success Managers and Directors to fulfil the services that we offer to our clients. It will involve executing elements of our client's marketing plans including evolving client websites, managing and assisting in the production of content and execution of digital campaigns including PPC, social media and email marketing.

We see this very much as a development role where we are looking to shape your skills in the areas we are delivering for our clients and continually enabling you to contribute more to the accounts you are working on. We want to help you achieve your goals and will support you in your lesser areas.

Key Tasks

- Execution of social media campaigns for clients
- Creation of campaigns and associated elements for clients (i.e. landing pages and emails)
- The configuration and management of marketing automation platforms used
- Ongoing website management for clients
- Periodical reporting of clients' marketing activity and performance
- Designing banners, social creative and paid ads on Canva

Skills to be Developed

- Deep understanding of marketing automation on Act-On, Hubspot & Pardot
- Deep understanding of WordPress and the management of WordPress sites
- Social media marketing and the use of social analytics tools
- SEO/PPC, an understanding of SEM, and the tools required for these areas
- Greater understanding of the principles, strategy, and elements of B2B marketing