

JOB SPEC

Date:	ASAP – H2 2022
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, with a focus 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 clients 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.

Who are we looking for?

We don't ask for 5+ years of experience. We ask for a passion in marketing, and an interest in the technology sector. Some experience in Canva would be preferable, but any basic design experience is fine. Do you use social media? That's a great start as you'll be executing organic and paid social media campaigns for clients. The organisations we work with range from artificial intelligence to quantum cryptography, so an interest in technology would be a plus. Collaboration and creativity are key at Cremarc. Can you work effectively as part of a team?

Day-to-day tasks

- Execution of social media campaigns for clients
- Creation of campaigns and associated elements for clients (i.e. landing pages and emails)
- Ongoing website management for clients
- Periodic reporting of clients' marketing activity and performance
- Designing banners, social creatives, and paid ads on Canva

As you progress, you will get:

- A deep understanding of marketing automation on Act-On, HubSpot & Pardot
- An in-depth understanding of WordPress and the management of WordPress sites
- To lead on social media marketing and use social listening/analytical tools
- An understanding of SEO/PPC, an understanding of SEM, and the tools required for these areas
- A greater understanding of the principles, strategy, and elements of B2B marketing

We see this very much as a development role where you will shape your skills in the areas above, while delivering excellent campaigns for our clients.

If you're interested, please get in touch!