

JOB DESCRIPTION

Job Title: Marketing Specialist

Department: Marketing

Vacancy Code: AW03

Requirement Overview

Reporting to the Marketing Manager, this position is a requirement for a Marketing Specialist required to develop and deliver product specific marketing and communication programs.

We're on an unstoppable growth trajectory and are looking for people who want to go beyond with us on what will be an incredibly exciting talent revolution!

This role will make a significant contribution to our ambitious global journey. Playing a key role in driving worldwide audience growth. To be successful in this role you'll have a passion for social media creativity and excellence. You'll have your finger firmly on the pulse of what works in social right now and have your eyes on the horizon of what's coming. You'll also be passionate about technology and our purpose of bringing exceptional products to the FTTx market. And you'll be obsessed about getting to the bottom of what makes our audiences tick, what they love, what they hate, what gets them engaged and what gets them to click.

Role and Responsibilities

- 1) Creating engaging, innovative, and relevant social media content in-house and on location/shoots/events that is aligned to the global marketing calendar and within brand guidelines
- 2) Driving the content calendar from start to finish, collaborating with the wider team through ideation, creation and editing of all social media content across all platforms whilst following brand guidelines.
- 3) Ensuring all content is engaging, innovative and relevant per platform to exceed reach, following and e-commerce traffic KPIs.
- 4) Perform market research on markets, customers, and competition to create effective marketing materials.
- 5) Extracting and interpreting platform analytics to gauge successes and inform ongoing content improvements.
- 6) Identifying collaborative opportunities with customers, organisations, and suppliers to maximise performance.
- 7) Newsletter creation, circulation & reporting.
- 8) Develop content for various projects, including company websites and social media



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- 9) Work closely with the Marketing Manager and sales team on programme development and implementation.
- 10) Create and execute lead generation programmes
- 11) Maintaining content on company website to reflect most up to date information
- 12) Support in driving website projects forward to further engage audience and improve functions.
- 13) Produce and manage a catalogue of all branding across company- Product branding, Catalogues, Buildings - Internal & External, Business Cards, Exhibitor Listings, Online Partnership Listings, Uniforms, Vans, Brochures, Letterheads, Drums etc.

Person Specification

The successful candidate will need to demonstrate on a sustained basis in their employment the following.

- 1) Understanding and adherence in following both written and verbal work instructions.
- 2) Highly proficient in Microsoft Office and web proficiency.
- 3) Ability to write a diverse set of marketing collateral.
- 4) Ability to read, analyse, interpret, and summarise information from a variety of sources.
- 5) Define problems, collect data, establish facts, draw valid conclusions and be a natural problem solver with strong entrepreneurial spirit.
- 6) Manage multiple projects and communicate project deadlines in an effective manner.
- 7) Ability to work as a team and independently with minimum supervision.
- 8) Proven independence in a marketing role and ability to learn new concepts and terminologies.
- 9) Highly collaborative within a high-volume environment.
- 10) Demonstrable record of achievement in a marketing role within a technology based or differentiated service /value Proposition Organisation.
- 11) Demonstrated ability to comprehend technical or engineering data – Desirable.
- 12) To communicate clearly with existing and potential external partners and to other staff at Emtelle, in respect to activities processes and methodologies employed in the department.
- 13) Highly self-motivated, disciplined, and organised.
- 14) Time Management, they will deliver a high and sustained standard of attendance and timekeeping.
- 15) Reliable & trustworthy in all aspects of a marketing role

Knowledge

- 1) GCSE/National 5 or higher in Mathematics or to a demonstrable equivalent standard: Essential
- 2) GCSE/National 5 or higher in English or to a demonstrable equivalent standard: Essential



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- 3) Possessing a recognised graduate or postgraduate qualification in Marketing or Communications or working towards one – desirable.

Skills

- 1) Excellent English Language skills, strong experience in proofing and in copywriting, Identifying opportunity for creating copy or social media, Good Researcher, Some level of CAD skill for social media content creation.
- 2) Experience working on digital campaigns, identifying opportunities beyond single platforms and maximising on what each platform offers.
- 3) Web experience to assist marketing manager with website expansion.
- 4) Proficient in analytics and identifying where further opportunities exist, monthly reporting.
- 5) Excellent communication skills, Experience in copywriting, basic graphics, Knowledge and experience of CRM systems.
- 6) Quick thinker - a high level of responsive engagement with opportunities - turning ideas around and getting them on the appropriate channel. Sense of urgency in completing tasking to required targets in terms of output quality and time.
- 7) Ability to work as part of a team: Essential
- 8) Ability to respond to instructions given as part of the Marketing mission: Essential
- 9) Ability to communicate effectively with fellow colleagues: Essential
- 10) Ability to communicate effectively with and respond effectively to Supervision: Essential



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