



## Senior Marketing Executive

We are on the lookout for a curious, driven and talented individual to join our marketing team. As the senior marketing executive, you will support the head of marketing in: driving lead-generating marketing campaigns for the key technology streams we work across, leading our marketing and social media activities to drive brand awareness and managing the sales pipeline.

This role would suit a team player looking to build a long-term career with CCgroup. Someone who is innovative with strong design and content creation skills, a good knowledge of inbound marketing and experience using a CRM system.

We offer a fantastic working environment, great clients and a supportive team to help you grow. We are proud Blueprint Ally status holders for our work encouraging diversity, and we have a few awards to our name:

- PRWeek Best Places to Work 2021: Best Agency to Work For (small agency, winner)
- PRWeek Best Places to Work 2021: Training and Development Award winner
- PRMoment Awards 2021: Technology Agency of the Year 2021
- PRovoke 2020-2021: EMEA Technology Consultancy of the Year
- PRWeek Best Places to Work 2020: Mental Health Champion of the Year winner
- PRMoment Awards 2020: B2B Agency of the Year & Technology Agency of the Year 2020

You can find out more about what it's like to work at CCgroup here:

<https://www.ccgrouppr.com/careers/our-culture/>

CCgroup is committed to making our recruitment process as inclusive as possible. If at any point of the process you require any adjustments, please do let us know.

### Main job functions

#### Marketing & design

- Be a custodian of the CCgroup brand and ensure that brand guidelines are adhered to over all brand touchpoints
- Plan and prioritise marketing campaigns using an integrated, multi-channel approach to drive awareness, increase website traffic and capture new leads, meeting the goals outlined
- Manage CCgroup owned social media accounts with responsibility for content creation and graphics.
- Monitor, track and report on the performance of our social media channels (Facebook, Instagram, Twitter, LinkedIn, Youtube)
- Monitor the performance of campaigns and content against KPIs and benchmarks, providing data-driven insights and recommendations for improvements
- Brief in-house and external suppliers and negotiate rates and organise quotes for printing etc.
- Manage our annual award calendar, helping to submit entries on time
- Work closely with stream leads to assist with the creation, editing and publishing of regular content formats including blogs, webinars, videos, events and podcasts.
- Work with head of marketing to ensure the website is used effectively as part of marketing campaigns. Updating content and implementing best practice.
- Support the team with artwork requests for both offline and online collateral, including: presentations, brochures, infographics, flyers
- Assist with content creation and email marketing for upcoming events

## Business development

- Support in creating and designing proposals for new business pitches
- Tracking new business leads across all streams and services
- Take ownership of the CCgroup pipeline, creating monthly reports across sales and marketing activity
- Determine and suggest improvements to current databases, systems and processes
- Management of our CRM, HubSpot. Developing and tracking lead nurturing campaigns, creating emails to support insight campaigns, updating lead scoring data and keeping the senior team trained on how to use it

## Internal communications

- Help to create and distribute content for employee engagement
- Ensure internal communication messages are consistent with external communication messages
- Respond to feedback from staff and adjust communications content accordingly
- Support in the distribution and follow-up of client surveys twice a year
- Keep CCgroupies informed of digital marketing trends and practices with regular (at least twice annual presentations)

## Finance

- Input expenses correctly and on time
- Raise supplier Purchase Orders

## Research & knowledge development

- Consume content relevant to key marketing areas, demonstrating the establishment of knowledge and sharing relevant items with the team
- Demonstrate a good understanding of the marketing mix
- Commit to securing CIM Continuous Professional Development certification every year
- Attend B2B marketing industry and technology-related events
- Conduct annual analysis of the marketing activities of our top competitors
- Stay up to date with B2B marketing techniques and ensure we are continually adhering to industry best practice

## Desired experience

- A strong track record and at least three years' experience in marketing
- Previous experience of working in a marketing agency or B2B technology business
- An understanding of the marketing mix and the role PR plays in it
- Completed the CIM certificate or introductory certificate to marketing
- Experience in graphic design
- Understanding and working experience of marketing automation software, preferably HubSpot
- Knowledge of the B2B technology sector
- Fluent in English
- Excellent written and verbal communication skills
- Social media savvy (LinkedIn, Twitter, Facebook, Instagram)
- A natural problem solver with the confidence to work independently using own initiative
- Proficient in Microsoft Office applications
- An excellent attention to detail and extremely well organised
- Creative flair



### Additional skills that are highly valued

- CRM expertise - HubSpot
- SEO & PPC
- Google Analytics
- Photoshop
- Video editing
- Motion graphics

**Salary band: £28,000 - £35,000 per annum plus up to 5% all staff bonus**

### More great stuff about working at CCgroup:

#### Benefits

- Flexible working & work from home
- Early & late passes (arrive 3 hours late or leave 3 hours early once a month)
- Annual wellbeing allowance to spend on whatever makes you feel good!
- Monthly social events including Summer and Christmas parties
- 3% Contributory pension
- Access to external training
- Access to our wellbeing support service for mental & physical health
- Quarterly awards
- Competitive holiday allowance with additional days off for Christmas
- Your birthday off
- Free eye test & glasses contribution
- Cycle to work scheme
- Travel loan
- Sabbaticals
- Long term service award scheme

To apply, please email Laura: [Laura.Kolb@ccgrouppr.com](mailto:Laura.Kolb@ccgrouppr.com)

Check our socials to learn more about us!

We can't wait to get to know you!