

World leader with a unique and patented high-tech technology for the beauty and aesthetics industry is looking for a **Senior Marketing Executive** to support their accelerated growth plans in the UK. This is a new position to help them build the awareness of their brand, with online and offline marketing. This is an operational marketing role reporting into the Head of Marketing UK & US based in London.

**The Senior Marketing Executive role is office based, and might go hybrid after the trial period.**

#### **ROLE of the Senior Marketing Executive:**

##### **Digital, Social Media and E-mail Marketing**

- Supporting the delivery of their SEA and SMA campaigns
- Supporting the delivery of local social media plan (e.g. create video assets and imagery for posts and stories, content scheduling and posting, community management);
- Supporting clients and sales team with digital marketing guidelines
- Supporting the CRM journey (e.g. email comms and newsletters - design the emails, plan and send them out; creation and optimisation of sales tools – digital brochures, prospecting email templates).

##### **Events**

- Supporting the roll-out of the B2B events plan, ensuring operational excellence and budget control (e.g. stand set-up following brand guidelines, demos planning, data capture, allocation of enquiries post-shows);
- Supporting the end-to-end deployment of various types of events

##### **Trade Marketing**

- Managing and animating the B2B platform for their clients (e.g. authorise new users, investigate access issues, upload news and new materials onto the platform – skincare launches, new imagery and videos, updated price lists etc.);
- Supporting the delivery of the trade marketing plan

This list of responsibilities is not exhaustive and new ones can be added depending on business needs.

#### **PROFILE:**

- Qualification in marketing, business or related field;
- 3-4 years previous professional experience in online and offline marketing as Senior Marketing Executive or Marketing Coordinator or a Marketing Executive or a Junior Marketing Manager
- Previous experience in the health, beauty, aesthetics, luxury, tech or FMCG industries is desirable;
- **Tech-savvy and with a deep interest in digital and social media marketing;**
- Graphic design and video editing skill and proficiency in MS Office suite;
- Copywriting skills;
- Knowledge of Google Analytics, Facebook Business Manager, Divi WordPress.
- Strong attention to details;
- Ability to multi-task and prioritise daily workload;
- Ability to work autonomously;
- Highly organised, time management skills and great reporting skills;
- Ability to engage positively with stakeholders;



- Ability to stay calm under pressure;
- Desire to show initiative and demonstrate creative thinking;
- Excellent communication, interpersonal skills and presence;
- French language skills would be an advantage

**SALARY AND BENEFITS:**

- Between £45k and £50/y according to skills and experience
- Pension, private health insurance, life insurance, critical illness
- 25 days holidays