

## Job Description

Role Title	Marketing Communications Executive		
Directorate	Marketing and communications		
Line manager	Marketing Communications Manager		
New/ Existing	Existing		
Perm/ FTC	Permanent	Grade 4	
Job Purpose	<p>To support the delivery of programme marketing plans, managing multi-channel campaigns in order to achieve programme objectives.</p> <p>This role will support a range of transport programmes in England and will be part of the wider transport marketing team.</p>		
Resource Management Responsibilities	Budget/ Equipment Accountabilities	People (staff) Accountability	Contractor Accountability
	Yes	No	Yes
Critical Accountabilities	<p><b>This role will:</b></p> <ul style="list-style-type: none"> <li>• Work closely with the Marketing Communication Manager and programme team to define and deliver marketing plans to achieve set objectives and KPI's</li> <li>• Work with marketing and communications colleagues to deliver integrated campaign activity that achieves programme objectives and KPIs and is delivered to a high standard.</li> <li>• Work closely with the programme partners and liaise with third party suppliers and agencies to ensure requirements are delivered on time and within budget</li> <li>• Act as a brand guardian across all communications delivered as part of programmes</li> <li>• Support the Marketing Communications Manager with the provision of campaign metrics and analytics to support the collation of monthly and annual reports, ensuring learnings from previous campaigns are included in future campaign activities</li> <li>• Undertake a variety of ad hoc activities as required to support overall marketing/programme objectives.</li> </ul>		
Knowledge, skills, and qualifications	<p><b>Knowledge and skills:</b></p> <ul style="list-style-type: none"> <li>• Excellent marketing and communication knowledge and skills</li> </ul>		

<p>required.</p>	<ul style="list-style-type: none"> <li>• Ability to write effectively for a range of audiences and channels including newsletters, social media, and publications</li> <li>• Good knowledge about current best practice in marketing including the use of digital media</li> <li>• Ability to use and have experience of Word, PowerPoint and Excel</li> <li>• Ability to use own initiative and know when to refer issues up to a more senior level</li> <li>• Be results orientated with excellent attention to detail</li> <li>• Good organisational skills including ability to work to deadlines at pace and prioritise your work effectively</li> </ul> <p><b>Key experience required:</b></p> <ul style="list-style-type: none"> <li>• Demonstrable experience in a similar marketing role</li> <li>• Designing, implementing and measuring campaigns against objectives</li> <li>• Use of email marketing systems such as Dotmailer</li> <li>• Digital media including PPC, SEO and social media</li> </ul>
<p>Desirable:</p>	<ul style="list-style-type: none"> <li>• An interest in transport, energy, climate change or sustainability issues</li> <li>• An understanding of national and local government</li> <li>• Graduate or relevant experience</li> <li>• Good numeric skills.</li> </ul>