Marketing Executive/Specialist – Campaigns & Digital

Job Description

Job Title:	Marketing Executive – Campaigns and Digital
Reports to:	Marketing Manager
Location:	Accrington, Lancashire
Job Status:	Full Time – Hybrid Working Pattern
Starting Salary:	£30,000-£35,000 depending on skill set, qualifications and prior experience, plus company bonus scheme
Qualifications:	Degree or professional diploma in Marketing, or equivalent qualification
Career Level:	Graduate, with 2 years Marketing experience

Job Specification:

Reporting to the Marketing Manager, you will:

- develop, implement and measure the success of integrated Marketing campaigns to ensure business meets company targets for sales, profitability and EBITDA
- drive online sales, (both customer acquisition and retention-based), and generate leads using digital platforms and applications, to ensure business meets company targets for sales, profitability and EBITDA
- manage the production of Point of Sale and in-store promotional materials, (including leaflets, posters, flyers, direct mail templates, and online resources)
- develop and implement social media strategy, to improve reach and effectiveness of brand and promotional messaging
- prepare and manage brand-building, above the line (ATL) advertising campaigns including radio, specialist press and out of home (OOH).
- prepare and coordinate email Marketing activities, maintain CRM database
- create direct mail and advertising campaigns, including managing design, copy writing, print, communication and prize draw fulfilment and delivery (where applicable)
- manage brand equity and associated enquiries in line with the MBE Brand Book, (including logo use, store/service materials, window vinyl wrap, ad/flyer templates, vehicles etc.)
- manage design development and coordinate conferences, events, PR, blogs and direct Marketing to drive customer engagement, response, and sales growth
- manage relationship with design, print and copywriting agencies – editing & proof-reading
- coordinate business-to-business data and prepare agency briefs for telemarketing campaigns
- carry out market research including Brand Awareness as well as Customer, MBE franchise partner and employee satisfaction, within global business guidelines

Mail Boxes Etc./MBE Centres are operated by independent franchisees, under a franchise agreement under the brand name of MBE. Mail Boxes Etc. and MBE are registered trademarks used with permission of MBE Worldwide S.p.A. (All Rights Reserved). Services can vary by location.

- create designs/content for advertising within trade or service-specific publications
- work collaboratively with colleagues, agencies, to deliver fully integrated cross-channel Marketing campaigns and activities to MBE franchise partners
- develop Marketing briefs and communications for national Marketing, maintain store local Marketing presentations and current Marketing materials on company intranet and deliver workshops to MBE franchise partners
- maintain Marketing-led national account relationships
- develop and maintain content on customer-facing company websites, and manage online ad campaigns (e.g. Google Ads/Paid Search (PPC))
- plan and manage structured Pay Per Click (PPC) campaigns
- implement offsite and onsite Search Engine Optimisation activities
- manage company content on third-party sites (e.g. Google My Business, citations and other online directory advertising)
- define goals, budgets and manage reporting of digital Marketing campaign effectiveness and sales results/return on Marketing investment (ROMI), and report monthly
- develop briefing presentations covering social media, email marketing, CRM management and participate in their delivery by webinar, or face to face delivery to MBE franchise partners

You will undertake other Marketing activities as directed by the Marketing Manager and we reserve the right to vary or amend your duties and responsibilities at any time according to the needs of our business.

Person Specification:

You will be a highly focused individual, a team player, willing to take initiative, able to prioritise your workload and able to work unsupervised. You will have excellent written and spoken English, as well as project management, negotiation and interpersonal skills and be able to liaise with customers / colleagues in other departments, and external contacts such as suppliers, media buyers, design, creative, PR and advertising agencies, with guidance from the Marketing Manager.

You will have strong web-based skills, be conversant with both Adobe Creative Suite, Google Workspace and Microsoft Office Professional, including Publisher and Excel, including the ability to analyse data using pivot tables. You will be experienced with Google Ads, Analytics, Canva and social media platforms, email Marketing platforms and other dashboards, (e.g. Google Business, Falcon, Meta (Facebook) Business Suite).

You will hold a recognised Marketing or related qualification, degree or diploma level (CIM) and be able to demonstrate significant relevant expertise.

This is a 60:40 office/home hybrid working role. However you must be able to commute daily, or as required, to our offices located in Accrington.

Please email a copy of your CV and reason for applying to: apply@mbe.uk