

Job Title General Marketing Executive

The General Marketing Executive sits within the marketing team and reporting directly into the General Marketing Manager. The General Marketing team is a crucial part of Boston's growth ambitions and has a sole focus on Boston's owned marketing activity and owned narrative. At the same time, the General Marketing Executive will be responsible for working in parallel with their counterpart in the Partnerships Marketing team to help build on the company's marketing vision and strategy and help to align that strategy with the objectives of our partners.

With plenty of room for growth within the role you will learn our industry, vendors and solutions to develop and implement comprehensive product launch plans that includes products, services and test drives. You will be a fast learner who isn't afraid to hit the ground running and work proactively. We're a fast-paced business, which means that the marketing department is often required to work simultaneously across a number of projects. Attention to detail and the ability to effectively organise priorities and workflows will be critical.

The Role Requirement:

Reporting to the General Marketing Manager, the **General Marketing Executive** will fulfil the following key functions:-

- Support the General Marketing Manager in the delivery of marketing activity through the Boston channels in line with the group wide strategy
- Produce supporting documentation, including but not limited to description sheets, data sheets, product/solution photography, blogs, sales presentations, social media content
- Work with the Technology team to define specifications, features, user benefits and design elements of products and solutions being developed by Boston
- Ensure all details for solutions and the Boston brand are correct across all channels
- Work with internal teams to ensure new releases are communicated
- Work with Design Team to ensure latest collateral is being used
- Create & organise all materials to support the products in market, such as demo videos
- Create internal reports providing insight on impact and effectiveness of campaigns
- Support the General Marketing Manager to ensure marketing budgets are fully reconciled and reported against
- Manage listing portals and third-party ads to ensure ROI and brand awareness are maximised
- Work in collaboration with the Partnerships Marketing Executive to align partner and general marketing activity and develop Boston's Owned media channels

The Skills and / or Experience Required:

- An interest in computer hardware/IT
- Willingness to learn whilst hitting the ground running
- Graduate/College leaver with at least 4 months' work experience and/or a placement year in industry

- Passion for technology and innovation, motivated by the end-to-end process
- Creative writer, comfortable editing marketing material
- High attention to detail
- Computer literate, competent user of MS suite
- Personable and confident
- Excellent verbal and written communication skills

Skills Not required but beneficial

- SEO Experience
- Competent in HTML
- Social Media Management for Business
- Video/Graphics editing

Last reviewed 23/09/2021