# **Marketing Executive**

Accountable to: Digital Marketing Manager

Location: Cardiff or Wrexham/Homeworking (Agile platform)

Hours: 35 hours per week (full time).

Salary: starting salary £27,892 per annum

**Role Overview:**

We are seeking a proactive and dynamic Marketing Executive to lead the development and delivery of the acquisition of new B2B customers and elevate brand awareness for St John Ambulance Cymru.

Reporting to the Digital Marketing Manager, and collaborating closely with the Sales Team and Fundraising & Communications Team, you will play a pivotal role in developing and executing comprehensive marketing strategies.

Your experience in audience profiling, market research, and competitor analysis will be instrumental in driving targeted, data-driven campaigns across both digital and traditional channels.

**Key duties and responsibilities:**

* Lead on St John Ambulance Cymru’s PPC strategy, forecasting and setting annual budgets, monthly media plans, managing spend and general account management
* Oversee St John Ambulance Cymru’s overall advertising strategy for commercial; creation and execution of B2B marketing strategies aimed at acquiring new customers and expanding our market presence
* Supported by the Digital Marketing Manager, formulate an SEO strategy and ensure improved visibility on search engines.
* Define and monitor KPIs such as ROAS, CPC, CPA, track digital media performance and revenue through GA4, and provide detailed reporting and present results to key stakeholders
* Lead on workplace training direct marketing acquisition and lapsed customer strategy and execution through multiple marketing and sales channels
* Support new course and product launches with paid search and social listening tools and digital research, as well as running and executing digital campaigns to raise awareness of our brand
* Working alongside Comms, Marketing and Sales teams to grow St John Ambulance Cymru’s paid social activity, in addition to organic social posts to align with key organisational marketing campaigns and messaging
* Supported by the Digital Marketing Manager, plan and develop the data strategy to develop target audience profiles, enhance customer data and develop a segmented approach to targeted marketing
* Working with the Communications & Marketing Team to develop key messages and campaign creative
* Supported by the Digital Marketing Manager, keep information up to date on the SJAC website
* Ensure all data is handled in accordance with SJAC policies and GDPR guidelines
* Promote the work of St John Ambulance Cymru
* Perform any other duties proportionate with these responsibilities, the band of the post and skills and qualifications of the post-holder

**General duties**

* Liaising with other departments within SJAC to help identify cross-working opportunities where relevant and elevate our digital presence
* Adhering to all SJAC standards, policies, and procedures.
* Complying with the data protection regulations, ensuring that information remains confidential
* Working in a manner that facilitates inclusion, particularly for those who are deemed vulnerable
* Taking an active role in the overall planning and team meetings and contributing to the continued development of the communication and marketing programme
* Contributing to annual business planning
* Representing SJAC in local and national media as required
* Speaking on behalf of SJAC at events as required
* Undertaking any other reasonable duties as requested by your line manager

This job description is intended as an outline indicator of general areas of activity and will be amended in light of the changing needs of St John Ambulance Cymru. It is expected that the post holder will be as positive and flexible as possible in this regard.

**Person specification**

This is a specification of the experience, skills, etc. that are required to effectively carry out the duties and responsibilities of the post (as outlined above) and forms the basis for selection.

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| **Requirements:** | **Essential:** | **Desirable:** | **Method supporting assessment:** |
| Educated to degree level |  | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** | Application form |
| Relevant Professional qualification (e.g. CIPR or CIM) |  | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** | Application form |
| **Experience** | | | | |
| Proven experience of devising and implementing marketing strategies across digital channels | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Experience of using digital engagement and reporting techniques including SEO, Google Analytics and Google Tag Manager | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Proven experience of running PPC campaigns and paid for social media campaigns | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Experience of working with digital and design agencies | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Proven experience of budget monitoring and delivering to campaign targets | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| **Skills, Abilities & Knowledge** | | | |
| Ability to analyse data and present information, compile reports and make recommendations | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Can demonstrate a successful track record of achievement against defined targets | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Excellent written and verbal communication skills | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Proactive with a high level of initiative and enthusiasm, encouraging others to do the same | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| IT literate and competent in the use of all relevant packages and social media tools | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Strong project management skills with the ability to develop and implement plans on time and within budget. | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Excellent interpersonal skills to build close working relationships with colleagues and external agencies and suppliers. | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Ability to work autonomously but enjoys working closely with other internal and external stakeholders | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Used to working to tight deadlines and to agreed targets | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| **Personal Qualities** | | | |
| Creative and innovative thinker, strong at initiating new ideas and concepts. | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| A passion for marketing, digital and social media | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Ability to quickly build rapport with others | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Interview |
| Ability to conduct and present self in a highly professional manner at all times | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Interview |
| Self-motivated and a positive attitude | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Resilient and adaptable, able to work well under pressure and thrive on being given challenges and responsibility | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Able to demonstrate commitment to St John Ambulance Cymru values and behaviours | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Willingness to continually update skills and knowledge | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** |  | Application form/interview |
| Welsh speaker |  | **C:\Users\justine.thorner\AppData\Local\Microsoft\Windows\INetCache\Content.Word\Tick 2-21.png** | Application form/interview |