



Job Title – Marketing Executive

Location - emarsys UK, London

Duration - Full Time

In the past year emarsys UK has grown exponentially and is a leading Email Platform and Service Provider in the UK with hundreds of international clients and cutting-edge technology. Currently emarsys has offices in London, Vienna, Munich, Berlin, Paris, Zurich Hong Kong and Beijing. As part of its rapid expansion programme emarsys is now looking for additional talent to drive its growth forward.

More than 900 companies worldwide are among our satisfied customers and send a combined volume of more than 3 billion emails each month using our email platform. We also manage the work for eBay globally, Vodafone, Coca Cola, Canon, Motorola, Honda, Burton, Playboy UK, Zurich Insurance, Deloitte and many more.

Working with the UK Marketing Manager and in collaboration with global marketing colleagues, and both Sales and Client Services teams, you will be the day-to-day point of contact for the Marketing department. The role will be varied and will grow with the needs of the business. You will support the UK Marketing Manager in executing and monitoring Marketing activity in the UK market.

Responsibilities:

- **Event management** - Planning & management of tradeshow, seminars etc.
- **Newsletters** - Content & copywriting where necessary for external & internal e-newsletters
- **CRM** - Salesforce.com support where necessary
- **Website/online** - update website & blog via CMS, maintain on and offsite SEO
- **Social media** - Management and copywriting for Twitter, Facebook & company blog
- **Marketing materials** - Managing stock, drafting, proofreading of brochures, data sheets, case studies, presentations etc.
- **Sales support** - Administrative support for UK team
- **Analysis** - Evaluate all marketing activity & maintain ROI reporting and budget spreadsheets
- **PR** - To monitor emarsys press coverage, distribute press releases, track competitor and industry press coverage.

Requirements:

- Bachelor's degree in business, marketing, or relevant field of study
- 2+ years work experience in a marketing department
- Experience in B2B marketing, technology, digital environments preferred
- Strong organisational and project management skills
- Excellent English written and verbal communication skills
- Relationship building skills – both an internal team player and building rapport with suppliers

What We Offer:

- A job with a dynamic and experienced team of professionals
- A company with an international outlook and a good market positioning
- A very fast growing business
- Competitive remuneration
- Laptop, Phone and paid expenses.