

ecrebo

Marketing Executive

Ecrebo is a fast-growing technology company working with some of the world's leading retailers including M&S, Waitrose and PANDORA. We have recently received significant investment into the business, enabling us to further enhance our product offering, grow our customer base and expand internationally.

We have ambitious growth plans and we are now looking to appoint a Marketing Executive to support our marketing activities. This is an exciting opportunity to work for a fast-growing technology company that's set to revolutionise retail and we'll expect you to make an impact from day one.

Reporting into the Head of Marketing, this is a broad B2B marketing role where you will be involved in all aspects of the Marketing function including: Implementation of the marketing plan, campaign management, production of marketing collateral, event management, social media, website updates and much more.

As Marketing Executive, you should have at least 3 years' B2B marketing experience and your CV will demonstrate both on and offline marketing experience. You should be able to use your initiative, demonstrate enthusiasm and always work with attention to detail.

KEY RESPONSIBILITIES:

Events:

- Management and organisation of events from start to finish including event planning, pre-event promotion, post-event analysis

PR:

- Liaise with our PR agency, manage the approvals process, copywriting, proof-reading, compile awards entries, oversee the blog schedule

Lead generation:

- Develop and implement effective marketing campaigns, database management, campaign analysis, opportunity to become HubSpot qualified

Social media:

- Manage and monitor our social media channels to increase our followers and drive engagement

Digital:

- Responsibility for tracking website performance, website updates, working with the HubSpot inbound marketing platform (training will be provided)

Communication:

- Liaison with Ecrebo stakeholders including senior management team, employees, investors, customers, partners and external agencies

Sales support:

- Work with the sales team to develop content, presentation materials, sales collateral

Miscellaneous:

- Support the Head of Marketing, provide Marketing support, regular reporting, supplier management, budget tracking

KNOWLEDGE AND EXPERIENCE:

- Minimum 3 years' B2B marketing experience in a role within a technology business
- Excellence in written communications and copywriting
- Social media management experience
- Proficiency in Microsoft packages (Word, Powerpoint, Excel)
- Bachelor's degree in Business/Marketing or related subject

WHAT WE'RE LOOKING FOR:

- A hands-on and proactive self-starter
- Someone with excellent knowledge of marketing operations, concepts and procedures
- Good telephone, writing and communication skills
- Strong interpersonal skills
- A creative thinker
- Ability to work closely with the sales team on marketing functions
- Be well organised and pay close attention to detail
- Ability to multitask
- Good time management

To apply for the Marketing Executive position, please send a copy of your CV along with a covering letter to: **careers@ecrebo.com** with '**Marketing Executive**' as the subject line.