

JOB DESCRIPTION

JOB TITLE: Marketing Account Manager

RESPONSIBLE TO: Helen Mulhern, Managing Director

JOB SUMMARY:

To account manage a wide portfolio of clients with varying marketing needs. The successful candidate will undertake all planning and work necessary to undertake such clients' marketing activities. It will require a broad understanding of a range of marketing tools – both in choosing the correct ones for each client and then planning, utilising and measuring the effectiveness of each tool.

The role will involve liaison with clients, the general public, the media and a wide range of suppliers. The successful candidate will be self-motivated and have experience of self-management as well as working well as part of a small team.

The successful candidate will have previous experience, having held a marketing position elsewhere – either in-house within a marketing department of an organisation, or within an agency. This is not a first marketing role. Neither is it a role where you will manage other agencies to undertake clients' marketing activities - Eventy is that agency!

MAIN DUTIES AND RESPONSIBILITIES:

- To case manage and take responsibility for specific clients, building excellent relations with those clients and managing their marketing needs.
- Planning, managing, undertaking and delivering all aspects of their marketing requirements within an agreed amount of time and to an agreed timeframe.
- To create marketing strategies for clients, bespoke to each client's needs and their target customers, choosing and using the right tools for them.
- Undertaking all duties necessary to deliver such strategies and marketing objectives, utilising the agreed tools in a strategic and measureable way.
- Writing excellent content and then sharing this content through tools such as social media, websites, press releases, editorials, advertising, newsletters, brochures, awards, etc – plus a range of other online and offline tools.
- Co-ordinating and managing suppliers for those clients e.g. designers and printers to deliver promotional material to deadlines.
- Draft and issue press releases for clients as needed, ensuring that they are written in a professional manner, meeting relevant deadlines, arranging and attending photo-calls to take photos as needed.
- Liaise with all organisations as needed to encourage their longer term involvement with Eventy and recommendations.
- Where appropriate, with other staff or individually, manage/attend events as a representative of Eventy.
- To assist Eventy with all other clients and in all areas of business as necessary.

PERSON SPECIFICATION

CRITERIA	ESSENTIAL	DESIRABLE
Educational	Numerate and literate with experience of various IT packages including Word/Excel/PowerPoint/Office etc Good standard of degree level education within Marketing, English or another relevant field	<ul style="list-style-type: none"> • CIM qualified. Marketing/PR/related qualification
Occupational	<ul style="list-style-type: none"> • At least 1 years' experience in a hands on marketing role, either within a marketing department of a company/organisation, or within a marketing/PR agency • Experience of planning, undertaking and delivering marketing campaigns and strategies • Experience of dealing with the media/press/issuing releases • Experience of utilising the tools mentioned in the duties section above 	<ul style="list-style-type: none"> • Media contacts throughout Cornwall • Experience of account/client management
Specific Skills	Experience / knowledge / ability in: <ul style="list-style-type: none"> • Marketing project management and delivery • Excellent writing skills for a range of different mediums • Love of grammar and spelling • Developing creative promotional materials • Relationship building • Effective communication & negotiation skills with a wide variety of people (written & verbal) 	Experience / knowledge of: <ul style="list-style-type: none"> • Personal local contacts across various industries • Knowledge of local businesses, community and educational organisations • Photography
Personal Qualities	<ul style="list-style-type: none"> • A strong desire to work for Eventy – Marketing & PR • Lead on initiatives, being committed to the role and delivering on objectives • Able to work under pressure, prioritising workload to meet deadlines, juggling busy workload and multi-tasking • Ownership of tasks • Positive, upbeat, engaging and friendly outlook • Highly organised, seeing big picture but with eye for detail • Self-motivated, managing own time and working alone where necessary as well as part of a team • Forward thinking and creative • Demonstrate flexibility • Maintain confidentiality • Provide good standard of personal presentation • Commitment and enthusiasm for Eventy's aims 	
Circumstances	<ul style="list-style-type: none"> • Ability to work very occasional weekends/evenings/early mornings with time off in lieu (happens very rarely) • Car owner/driver and prepared to travel, mainly in Cornwall • Working from Eventy's office in Cornwall • Must be dog friendly 	

FURTHER INFO

This Job Description is intended to provide a broad outline of the main responsibilities only. The postholder will need to be flexible in developing the role and in initial and ongoing discussions with the designated manager.

TERMS AND CONDITIONS

JOB TITLE:	Marketing Account Manager.
SALARY:	£18,000 - £20,000 pro rata depending on experience.
HOURS:	Office hours are 9.00am – 5.30pm Monday to Thursday and 9.00am – 5pm on Friday with an hour for lunch. (Option for ½ hr lunch and later start / earlier finish if desired).
ANNUAL LEAVE:	28 days over a full year, including entitlements to eight Bank/Public holidays (accrued on a month by month basis.) Time off in lieu where appropriate.
PLACE OF WORK:	Based at Eventy – Marketing & PR's office.

APPLICATION PROCESS Interested candidates should apply in writing to Helen Mulhern as soon as possible, as we will interview interesting candidates as they apply and then appoint as soon as we find a strong candidate. So the emphasis is on you to beat the competition!

Please enclose a letter and your CV ensuring you address the points in the Job Description, demonstrating your skills and experience, how you are suitable for the role and how you meet the criteria.

Please note, your ability to follow these instructions will inform the selection process.

We are looking for someone who will demonstrate that this is the role they have been waiting for and that we will be missing out if we miss them! We hope that's you – good luck!

Eventy – Marketing & PR, Seaways House, Commercial Road, Penryn, Cornwall TR10 8AQ