

## Job Description: Marketing Executive

Reports to: Sedex Head of Marketing & Communications (also reports to AIM PROGRESS leadership as appropriate)

Salary Range: £ Competitive, plus bonus and pension

Type: Permanent, full-time

Location: Sedex HQ, London

### Brief summary of role:

This role is split 60/40 between AIM-PROGRESS and Sedex, based at Sedex HQ in London.

AIM-PROGRESS is a forum of consumer goods manufacturers and suppliers assembled to enable and promote responsible sourcing practices and sustainable production systems. It is a global initiative supported and sponsored by AIM in Europe and GMA in North America.

Sedex is a not-for-profit membership organisation that works with buyers and suppliers around the world to deliver improvements in responsible and ethical business practices in global supply chains. We have over 30,000 members worldwide and offer the world's largest collaborative platform for managing and sharing ethical supply chain data.

At AIM-PROGRESS responsibilities will be to support the senior manager, including work stream project management and engaging with members - and other stakeholders - in a consistent and highly visible way. At Sedex core responsibilities will include supporting marketing communications and member outreach activities.

### Key responsibilities

#### For AIM-PROGRESS (60% of time):

##### Member outreach

- Regular liaison with all AIM-PROGRESS members to maximise levels of participation in events and work streams
- Respond to enquiries from members and other interested parties and engage where appropriate

##### Work stream Project Management

- Work closely with work stream and project leaders to deliver relevant outputs
- Help to develop a calendar of key supplier events and to manage successful delivery of these with sponsoring companies - including participant registration, preparation, attendance monitoring and post event follow-up
- Help create standard AIM-PROGRESS material for use at supplier events and conferences
- Create internal AIM-PROGRESS materials for use by members
- Data sharing and benchmarking using excel and survey tools

**For Sedex (40% of time):**

**Communications**

- Support delivery of marketing communications activities at Sedex, undertaking background research as and when necessary
- Delivery of Sedex communications to members / non-members using email marketing software
- Manage the translation of Sedex communications and materials, in consultation with others
- Update website content
- Track the global growth of Sedex membership, add new members to the website, compile and update global member stats
- Monitor press / social media coverage of Sedex, maintain press contacts database
- Assist with PR delivery

**Event Management**

- Work with the Marketing Communications Manager - and others - to deliver Sedex Annual Conference and Members' Forum
- Assist with the planning and delivery of additional webinars and events

**Other tasks across both organisations**

- Support the Sedex Communications Team with ad hoc projects
- Support the AIM-PROGRESS leadership team with presentations for public speaking events, liaison with other organisations, and arrangements of meetings
- Work with the AIM-PROGRESS Secretariat to create quarterly newsletters
- Regular update of content for the AIM-PROGRESS website

**Skills & Experience**

**Essential**

- Minimum three years' experience working in a marketing assistant role
- Knowledge of project management
- Confident and able to use initiative to manage varied workload
- Ability to multi-task, strong attention to detail
- Team-player, comfortable working in a small business environment where flexibility is required
- Advanced communications skills (written / oral)
- Experience in updating websites using CMS
- Knowledge of PowerPoint, Excel and survey tools
- Knowledge of social media
- Experience / interest in corporate social responsibility
- Willingness to travel overseas to attend external meetings and conferences

**Desirable**

- Knowledge of / experience in working with supply chains/CSR



- Experience in event management
- Language capabilities (In addition to fluent English)
- Desktop Publishing / Graphic design capabilities (e.g. Quark or InDesign)

**To apply:**

Please send a CV and covering letter outlining how you meet the above criteria and explaining why you would like to work for Sedex, to Mark Robertson, Head of Marketing & Communications, Sedex, [mark.robertson@sedexglobal.com](mailto:mark.robertson@sedexglobal.com)

Closing date for applications is **Friday 18<sup>th</sup> October 2013**. Early applications are strongly encouraged.

Initial phone-based interviews will take place on Tuesday 22<sup>nd</sup> October. Secondary interviews will be held in Central London on Thursday 23<sup>rd</sup> /24<sup>th</sup> October (shortlisted candidates will need to be available for interview on these dates).