

LOYALTY WORKS

Job Title	Marketing Executive
Reports To	Head of Client Services

The Role:

We are a new, fun, bright engagement company based in LS19. We are currently achieving exponential growth and are looking for a talented individual to join our marketing team.

As Loyalty Works Marketing Exec you will need to be creative with visuals and words, forward thinking, proactive and possess a good business acumen. Will understand marketing and have the confidence to bring new innovative ideas to the management team. Good PowerPoint, written English and organisational skills are a must, Reporting to the Head of Client Services, duties will include...

- Supporting management with day to day tasks
- Producing imaginative and smart sales presentations and proposals for business development
- Working with the Digital Marketing Agency to create blogs and posts for the company website and promoting the business through social media
- Production of copy for collateral and email campaigns
- Assistance in sourcing relevant information for the strategic marketing plan, including sourcing relevant industry statistics and setting up competitor feeds
- Implementing the client marketing strategy to include but not be limited to:
 - Working with Account Administrators and the design team to manage new customer branding and design, copy and print for scheme launches inclusive of websites and brochures.
 - Production of copy (including offers), content and input into design and creative of e-shots (monthly, welcome, registration, redemption)
 - Production of copy, content and input into design and creative of social media posts
 - Assist in the development of SMS campaigns
 - Assist in the development of a Loyalty and Event mobile applications
 - Assist in the development of TV and radio campaigns as required
 - Working with the Account Administrator to produce successful campaigns for client distribution channels (e.g. Merchants and Wholesalers)
 - Assisting in the content for video / motion graphics
 - Analysis of customer data with a view to produce compelling marketing campaigns
 - Presentation and analysis of results of campaigns, inclusive of excel reports and e-shot / google analytics where applicable
- Working with external agencies
- Managing projects, using initiative and meeting tight deadlines

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- Ensure office processes are maintained and marketing requirements for each client are met within the necessary time scales.

Skills Required:

- Strong communication and interpersonal skills.
- Creative flair and recognition of good marketing campaigns
- Strong copywriting skills
- Excellent proof reading skills
- Strong PowerPoint, word and excel skills
- Demonstrated success in producing social media campaigns
- Website content management systems (desirable)
- Good customer service skills