



Job Specification

For: Marketing Executive

Ref: VR/01363

Job Description

Chatham, Kent
£30K + Excellent Benefits

A great opportunity for a Marketing Executive to join a collaborative and dynamic team within a unique training company based in Chatham, Kent.

The Marketing Executive will be responsible for developing and delivering marcomms activity which positions the organisation for growth, clearly and consistently communicating who the company is, what they do and the difference they make.

Excellent benefits which include:

- Six weeks paid holiday (plus bank holidays)
- Monday to Friday, 37 hours, hybrid working options
- Generous contributory pension
- Funding for continuous professional development and personal growth
- Mental Health and Wellbeing support
- Private healthcare
- Cycle to work scheme

The company is passionate about the success they deliver for their learners, partners, and local communities, empowering people to be ambitious, solution-focused, proactive, and creative thinkers. Their values, Commitment to learner success, Investment in People, Collaboration through partnership to achieve shared goals, Innovation to prepare for tomorrow, help them achieve their vision - to be the UK's most innovative training design and delivery partner, trusted by customers to prepare them for tomorrow. They have a long and very successful partnership contract based at the Royal School of Military Engineering, Brompton Barracks and a growing 'Enterprise Division' delivering training services to civilian organisations.

The Marketing Executive role:

- Plan and deliver:
 - tactical campaigns to build awareness of the organisation and their products amongst their target audiences
 - activity which supports brand positioning (thought leadership)
 - activity which supports lead generation for their products and services (portfolio, enablers and service wrappers)
- Support the Head of Marketing and Head of Growth Operations in delivering activity/projects to time and budget

Job Specification provided by:

Sappers Network
RHQ RE, Ravelin Building
Brompton Barracks
Chatham, ME4 4UG
Tele: +44-(0)7496 083483



Additional experience to support your application for Marketing Executive:

- Working in product or brand marketing.
- Understanding and delivering across the marketing mix (advertising, PR, events, social, digital, SEO, PPC, etc).
- Developing and delivering projects/campaigns to time and budget, which meet organisational objectives.
- Copywriting skills; ability to create impactful content for a range of purposes (press releases, web, social, email, resources).
- Prospect identification, targeting and engagement (e.g. ABM).
- Understanding of market demand and customer purchasing behaviour (including fulfilment funnels).
- Ability to build and maintain quality relationships with customers, stakeholders (internal and external) and partner organisations.
- Experience with marketing tools and technologies e.g. CRM, marketing automation, email marketing, content management systems, social platforms.

Full Job Description is available on request.

The company is committed to creating a diverse and inclusive workplace, all applications will be considered. They provide support through Mental Health First Aid and Coaching and Mentoring schemes, are accredited Investors in People, ISO accredited and have a Gold Award in the Medway Healthy Workplaces Programme and have won several Health & Safety awards.

Closing date Friday 10th January 2025 although this is subject to change allowing for market conditions.

All posts are subject to a Disclosure and Barring Service application. The company follows the DBS Code of Practice.

Armed Forces Covenant – We offer guaranteed interviews to military veterans if they meet the selection criteria.

Compiled by : **Fiona Louch**
Compiled on : **12/19/24**

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