Marketing Executive x2
Full time
Permanent
Guernsey office based

A fantastic opportunity for those looking to start their career in Marketing. We are seeking two Marketing Executives to join our vibrant team….

For over three decades our purpose hasn't changed: we are here to make a positive difference to the lives of all. Through the exceptional products, services, and value we offer, we are proud of how far we've come as a business, now we want to see you grow with us.

The Team:
The Local Marketing Team are responsible for developing and executing key marketing strategies in relation to competitor activities, growth opportunities and new business ventures/partnerships within specific regions in the UK & Republic of Ireland territory. The team are responsible for monitoring segment performance and identifying and developing strategies to defend, maintain and drive business across the optics business in the UK. They provide support to Store Partners and work with the various marketing teams to ensure that queries are resolved or escalated as necessary.

The Role:
As Marketing Executive, you'll support the Marketing Managers and Marketing Leads by providing administrative and operational marketing support for our stores in the UK. You'll assist with implementation and planning of local and multiple store activity, capturing marketing investment, processing of invoices and administrative support for regional level. You'll also support store launches and priority stores performance. Working alongside others, this role will help identify trends, recommend opportunities to improve workflow whilst providing excellent customer service.
In addition, you'll:

- Provide support and assistance to the Senior and Marketing Managers with the implementation and planning of marketing activity. Understands how the strategy relates to tasks in the area and aligns specific jobs back to this.
- Submitting and reviewing media briefs, responsible for implementing media bookings ensuring that they are accurate and processed in a timely manner. Pull together reports and provide perspective on recommendations. Identify and recommend opportunities to improve efficiency, support the process to allow partners and managers to self-serve where they can.
- Primary point of contact for store partners, managers, agencies and other departments answering general marketing queries
- Support the proofing and sign off process of artworks
- Responsible for processing purchase order requests and accurate/timely processing of invoices with the relevant finance teams
- Assist with the regular monitoring and analysis of store performance and with providing and distributing reports to the wider team and stores following activity.
- Supporting the Marketing Managers with monitoring and reconciling marketing spend up to £500k
- You create open communication channels with your stakeholders to inform and update and build trust and respect by creating strong relationships.
- Manage stakeholders across the business and attend key meetings such as divisional meeting, property forums, marketing clinics etc.

The Experience

- Excellent customer service and communication skills
- An interest or education in Marketing
- Strong team player and able to work with remote teams
- Organised and a self-starter

- Ability to confidently build and maintain relationships with stakeholders
- Adopts a flexible/can do approach to work and is highly resilient and results focused
- Computer literate (including Office 365 packages), financially astute and analytically minded

The other bits….
We are on an exciting journey – we have nurtured and promoted talent within and now have this role available. We offer a competitive salary and an excellent bonus plan – you will be entitled to two bonuses – one based on your own personal performance which is paid quarterly and a company bonus that is based on the performance of the business. You'll receive healthcare and dental cover. entitled to permanent health and life assurance along with a good pension.

Start your career with Specsavers!