

Job Description

Job Title: Marketing Executive

Location: Reading

Reports To: Marketing Managers

Job Purpose

- Promote the Reading Buses family of brands to the highest standard, whilst maintaining a strong brand image
- Communicate the Company's brands, products and services to the general public in a way that maximises demand.
- Support the Marketing Managers in their roles to enable for award-winning campaigns and marketing activities
- Ensure that all current and future e-communication channels are implemented and maintained to the highest standard to help all the above.
- Develop and maintain a strong corporate image at all levels and in all media
- Determine the demand for products and services offered by the Company and its competitors and identify potential customers.
- Provide creative, artistic and administrative support to Marketing Managers in all external and internal marketing activities.
- Assist in development of top-quality information for customers to be used in leaflets, on the roadside and elsewhere as appropriate.
- Organising internal and external events
- Updating website and maintaining strong social networking communications

Principal Accountabilities

- Designing artwork to support internal and external marketing projects - including social media and web images, leaflet creation and on-board bus screens.
- Coordinate and write the Reading Buses monthly customer email newsletter.
- Develop top quality information for customers to be used in leaflets, on the roadside and elsewhere as appropriate.
- Proof reading marketing material including timetables and information leaflets for accuracy and brand compliance.
- Briefing, management, proof checking and coordination of printing including paper and vinyl (for bus interior and exterior).
- Involvement in market research studies and analysing their findings.
- Assisting Marketing and Brand Manager writing, coordinating and submitting company awards entries.
- Manage and maintain the Reading Buses website including generating informative and interesting content.
- Driving forward Reading Buses social media activity, including video production.

- Help to implement campaigns in co-operation with the Marketing Managers to promote the Company's products and services.
- Support Marketing Managers at various events as well as organising internal and external events
- Assist Marketing Managers in company-wide adherence to brand guidelines
- Take photographs for internal and external marketing and communications.
- Supporting Marketing Managers in various activities and tasks including loading images for digital bus screens, coordinating audio recordings, and other, miscellaneous activities.

Job Specific Skills, Capabilities and Experiences

Required

- Copywriting experience - writing engaging content with a "tell-me-more!" feel about our products and services
- Have a great way with words, able to write compelling press releases and other customer communications
- Artworking experience – this is approximately 30-50% of the role.
- Working knowledge of graphics design software such as InDesign or Photoshop
- Excellent communication skills at all levels using all types of media
- Creative, innovative and adaptable approach
- Eye for detail, even under pressure
- Knowledge of IT, especially web-based operations
- Ability to multi-task, prioritise and organise must be top-class
- Willingness to learn and accept feedback
- Logical and reasoning approach to problem solving
- Team player
- Proactive and driven with the desire to continue learning
- Self-starter – ability to motivate yourself when undertaking large projects

Preferred

- Experience in a similar role
- Degree level qualification in an applicable or relevant subject
- Social media management
- Video editing
- Audio editing