

# Job Description

## Job Details

<b>Job Title</b>	Marketing Officer
<b>Team</b>	Marketing
<b>Job Type</b>	Full-time
<b>Reports To</b>	Head of Marketing
<b>Responsible For</b>	You will not be responsible for managing any other employees
<b>Working Hours</b>	Monday to Friday, 9:00 am – 5:30 pm. From time to time there will be a requirement to change normal working hours due to operational need.

## Overall Purpose of the Role

- Support the Marketing and Sales teams and relevant business units to deliver KnowledgePoint's marketing activity to meet revenue and strategic goals - including content development, proposition development, research, campaigns, events, digital marketing and PR
- Responsible for maintaining the KnowledgePoint brand
- Responsible for the delivery of end-to-end multi-channel campaigns including content, social (paid and organic), PR, SEO and partnerships, ensuring alignment with Sales, Customer Services and KnowledgePoint business units
- Responsible for maintaining the KnowledgePoint website, social channels and supporting assets
- Responsible for co-ordinating all Company communications including external, customer and internal
- Responsible for maintaining marketing files and records
- Measure, analyse and report on marketing activity

## Key Personal Responsibilities

- Work with the Sales & Marketing Director, the Head of Marketing and relevant business units to deliver the KnowledgePoint marketing plan
- Maintain all operations within the Marketing department, including content production, events, social media, search and website content in line with marketing and Company objectives
- Maintain the value propositions, customer segmentation, customer personas, playbooks and core messaging for KnowledgePoint and its business lines, taking into account relevant learnings and feedback from marketing activity and customer engagement
- Deliver effective multi-channel campaigns, including account-based marketing activity, in support of Company objectives using relevant tools and tactics
- Maintain effective marketing communications with customers and prospects which contribute directly to marketing and Company objectives
- Maintain and optimise the website, including content development, improvements and updates, Search Engine Optimisation (SEO), interpreting and providing recommendations based on performance data (Google Analytics), and reporting and resolving issues
- Maintain KnowledgePoint's social media channels to build the brand and to drive engagement with and leads from relevant audiences. Responsibilities include oversight of the social media calendar, co-ordinating and producing content, ensuring relevant approvals, planning and implementing organic and paid for activity, and analysing and reporting on performance and impact
- Co-ordinate and manage the monthly company newsletter, and maintain the Company intranet
- Act as the "go to" person for the KnowledgePoint brand. Ensure the Company has appropriate guidelines (visual and style guides), and that these are consistently applied. Provide guidance and support to colleagues and external suppliers.
- Manage KnowledgePoint collateral including identification of requirements and production of relevant materials such as leaflets, banners, stands, signs, posters and videos. Ensure accurate version control including management of the collateral database
- Maintain the case study database and case studies/testimonials from customers/partners, ensuring relevant approvals
- Coordinate with external suppliers to produce marketing material such as collateral, stationery and digital content

- Maintain relationships with relevant media, develop press releases and communicate with the media
- Project manage and ensure the financial viability of events, including trade shows and webinars
- Undertake market research, including target and competitor analysis, in support of Company and Marketing objectives
- Analyse the impact of marketing campaigns and prepare measurement reports
- Support the development of the marketing strategy and budget
- Provide support, assistance and counsel to KnowledgePoint colleagues and partners to ensure relevant marketing needs are met
- To participate in continuous improvement initiatives and use own initiative and creativity to promote improvement throughout the business
- To ensure a high standard of housekeeping and file management is maintained in all work areas
- To promote teamwork in all areas of the business to help achieve common goals and targets
- To uphold a positive attitude to your personal development and training
- To work closely with all teams and departments to improve processes and ensure that our customers' needs are met
- Ensure that all Marketing and personal SLAs and targets/objectives are met.
- Ensure that all Marketing and Company procedures are followed and maintained

### **Key Company Responsibilities**

- To promote equality, diversity and Human Rights in working practices by developing and maintaining positive working relationships, ensuring that colleagues are treated fairly, and contributing to developing equality of opportunity in working practices
- To ensure all work undertaken is in line with Data Protection requirements and a high degree of confidentiality is maintained at all times
- To ensure your behaviour complies with organisational values and principles and you work effectively to meet the demands of your role. Identify, implement and monitor development activities to enhance your own performance
- To make best use of technology in support of your role, ensuring correct operation and compliance with organisational and legal requirements
- To ensure welfare, health & safety standards and procedures are upheld and maintained at all times with regard to yourself and colleagues in line with organisational and legal requirements
- To understand and maintain ISO and IIP accreditations by ensuring compliance to relevant processes, standards and operating procedures
- To provide a reliable and consistent service ensuring customer's requirements are met at all times and to the highest standards