

Marketing Executive

- Cwmbran, Office Based, Parking Available
- Permanent, Full Time, Monday - Friday, 9am-5pm (option to work 8am-4pm on a Thursday & Friday)
- Salary circa £28,000 - £31,000 per Annum, Depending upon Experience, + Annual Bonus
- Comprehensive Benefits Package including:
 - Annual Bonus subject to business performance
 - 24 Days Annual Leave, Increasing with Length of Service + 8 Bank Holidays
 - Generous employee discount across an elite brand portfolio
 - Opportunities for national and international travel (UK, Europe & America)
 - Working in collaboration with reputable Fashion, Retail, Media & Influencer Partners
 - Dynamic and creative team culture
 - Ongoing training, development & progression supported by industry leading experts.
 - Company pension scheme

The Company:

A sport, outdoor and lifestyle fashion agency with a diverse and impressive portfolio of leading global brands. Their fully integrated agency elevates brands in the UK market across all channels, from distribution, sales strategy, brand marketing and public relations, to impactful retail activation. Having successfully established themselves as one of the top multi-category brand and distribution specialists in the UK & Ireland, they have ambitious plans for continued growth.

The Team:

The Marketing and ECommerce teams are dynamic and innovative, with a genuine passion for the brands they represent. They are a small collaboration of Marketing, Design, ECommerce and Communications experts, with an abundance of drive and tenacity.

The Role:

As Marketing Executive, you will work across a portfolio of highly complex and multi-faceted regional and national projects, to drive the delivery of multi-channel marketing strategies and activations.

In partnership with your Marketing, Ecommerce and Sales colleagues, you will work with a portfolio of elite brands, retail partners and agency teams, to develop marketing strategies and deliver campaigns which grow brand awareness in the UK market.

Joining a friendly and dynamic team, this is a great position for a positive, confident, creative, collaborative, and self-motivated marketer. You will have strong organisational, communication, project management and relationship skills in a fast-paced, client-led environment, as well as a genuine enthusiasm for fashion and / or active and outdoor living.

Responsibilities:

- Working within a small and dynamic team to execute a rolling 12-month marketing plan that drives sales, local content, brand awareness and visibility for brand partners.
- Ensuring that the marketing plan and projects are implemented on time and within allocated budget across multiple brands.
- Supporting the strategy and delivery of seasonal campaigns and marketing activations across all brands through multi-channel (events, retail, digital, POS, web, PR, trade, etc.).
- Activating brands presence at industry trade shows and B2C events.
- Working with external print, retail design and agencies.
- Supporting retail partners by providing marketing assets, product imagery, campaign artwork, point of sale, equipment.
- Managing marketing product samples and gifting requests.
- Working closely with the Sales team internally to support their key account base.
- Supporting the presentation of seasonal activation ideas and strategies, as well as post seasonal campaign results.
- Channel strong brand awareness through the active and outdoor industry, trade and consumer events, influencer endorsements, product seeding and multimedia PR coverage with global consumer and trade publications.

Skills, Experience & Qualifications:

Essential:

- 2+ years of Marketing experience.
- Excellent knowledge in consumer marketing and events, coupled with a creative and strategic mindset.
- Strong project management experience, particularly within event and retail activations.
- Proven ability to work cross-functionally and collaboratively in a fast-paced role.
- Possess a pro-active approach with excellent written and verbal communication skills to communicate effectively both internally and externally.
- Ability to work on multiple projects at the same time, managing the demands of competing deadlines.
- Experience in working to marketing budgets.
- Excellent relationship, project management and organisational skills.
- A forward-thinking, positive and collaborative team player.
- Can use own initiative and work independently.
- Comfortable presenting to a wider audience of stakeholders
- Experience in working and carrying out projects from pre-planning to post-execution with external third parties (print, retail design and PR agencies).
- Educated to degree level or equivalent.
- Willingness to travel to events and meetings regularly, with occasional weekends and out of office hours.

Desirable:

- Adobe Suite literate.
- Experience working in an agency environment, with multiple clients.
- Experience working within a retail-led industry.
- A passion for active and outdoor living.

Aspire Recruitment Services Limited is acting as an Employment Agency in respect to this vacancy.