



JOB DESCRIPTION

1. Job specifics	
Job Title:	Marketing Automation & Email Executive
Reports to:	Marketing Automation & Email Manager
Location:	Slough
Department:	Marketing

2. About the role	
What you'll be doing?	Responsible for creating and delivering email marketing automation and campaigns to effectively take QA's services to market, specifically focused on lead generation goals.
Key Responsibilities	<ul style="list-style-type: none"> • Create and deliver email marketing campaigns to effectively target different customer groups • Work with key stakeholders and assist with copy to deliver compelling propositions and marketing messages that resonate with the target audiences • Proofread emails for clarity, grammar and spelling • Perform A/B testing to continually learn and improve on campaign results • Ongoing analysis of current/previous email marketing campaigns for optimisation of future campaigns • Support the marketing automation manager with developing documentation and road maps for processes • Deliver marketing activities on time and within budget, with a core focus on lead generation • Ensure campaign materials are shared with key stakeholders • Responsible for reporting on email marketing results to stakeholders • To ensure GDPR regulations are adhered to across all aspects of the role
KPIs & SLAs	<ul style="list-style-type: none"> • Successful execution of allocated tasks against deadlines • Performing duties to the best of ability to drive high quality leads
Key Working Relationships	<ul style="list-style-type: none"> • Head of Lead Generation Marketing • Marketing Automation Manager • Campaign Marketing Managers • New Customer Acquisition Team Manager • Heads of Sales • Sales Team Members • IT / CRM Administrators • Graphic Design Team

3. About You	

<p>Skills & Abilities</p>	<ul style="list-style-type: none"> • Ability to work in a fast-paced team environment • Highly organised and comfortable managing a diverse workload with different deadlines • Have excellent communication skills, both written and verbal • Fastidious attention to detail • Be tech savvy • Bring creative flair and ideas for experimentation • Customer-centric in your thinking • Obsessed with optimisation and improving email marketing performance against KPIs • Numerate with good analysis skills • Stakeholder management skills
<p>Your Experience</p>	<ul style="list-style-type: none"> • Experience working on marketing campaign activities across a variety of channels • Experience creating emails in a WYSIWYG editor • Previous marketing automation platform experience is essential (HubSpot is desirable) • Previous experience reporting on metrics and KPIs • Ability to understand and interrogate data in order to present campaign insights and learnings • Some HTML experience would be advantageous • Confident in communicating with a variety of stakeholders • Experience of working on multiple projects concurrently and to tight timescales
<p>Your Knowledge</p>	<ul style="list-style-type: none"> • Good understanding of marketing principles • Marketing automation and platforms (HubSpot) • Working understanding of internal workflows between marketing automation platform and CRM • General knowledge of Microsoft Office essential in particular Excel and Powerpoint • Some HTML experience beneficial but not essential • Experience of using photoshop to create and edit images would be advantageous • Good understanding and adherence of GDPR regulations
<p>Your Qualifications</p>	<ul style="list-style-type: none"> • Educated to degree-level, ideally in Marketing or a related subject or with 2+ years' experience in a similar role • Holding a professional marketing qualification will be advantageous
<p>What you'll bring to QA</p>	<ul style="list-style-type: none"> • Passionate about marketing • A proactive, 'can-do' approach to work • First class organisation skills

	<ul style="list-style-type: none">• A team-focused approach to work• Ability to work independently• Support the day-to-day management of marketing systems• Ability to work under pressure and deliver to deadlines• A desire to deliver high quality work and constantly looking to improve outputs• Able to think creatively and has a willingness to put forward ideas• Would suit an ambitious individual with a desire to progress and take on more responsibility
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