

SENIOR MARKETING EXECUTIVE JOB DESCRIPTION

ABOUT US

ADBA is the UK's leading trade association for the anaerobic digestion (AD) industry. Established in 2009 as a not-for-profit organisation, ADBA represents businesses across the AD sector, helping to remove the barriers to growth currently faced by the industry and to promote the benefits of AD to the UK. We want to realise the potential of the industry, and allow this sector to deliver energy and food security and economic growth – in waste management, farming, transport and food processing, among others – while also combating climate change. With the potential to deliver 10% of the UK's domestic gas demand, AD has a lot to offer.

ADBA is an organization working hard to make change happen. Our small team recognises the need to deliver immediate results and we have set ourselves challenging targets in order to drive the industry forwards.

A great place to work

Working in such a dynamic environment, no one day is the same. ADBA works in such a broad range of areas that it offers a fantastic opportunity for any candidate and an environment where an individual can really shine.

ADBA is a place for passionate, highly motivated and creative individuals who thrive in a challenging environment. We value hard work, independent thought, commitment, an ability to manage numerous different tasks and work under pressure.

It is a great place to advance your career and develop skills, experience and responsibility so if this appeals to you, please apply as soon as possible.

ROLE PURPOSE

The Senior Marketing Executive is a pivotal role in the ADBA marketing team, suited to applicants with a diverse skill set and the ability to handle multi-faceted campaigns and drive revenue and growth streams. They will be developing and executing marketing plans to attract new members and deepen relationships with our existing ones. The Senior Marketing Executive will help plan and implement a range of high quality event marketing campaigns, across a spectrum of events in the AD and biogas sectors.

Candidate profile

A natural marketer, with a can-do attitude and a strong record of successful campaigns, the Senior Marketing Executive will be well versed in interpreting analytics, testing and optimizing lead generating and nurturing activity, and reporting on results to key stakeholders. As a keen team player they will thrive working closely with the specialists in our policy analytics team, support the sales team in finding leads and work side by side with the wider marketing team promoting best practice in insight into the effectiveness of their marketing activity and provide a clear steer on how to optimise for better results. The candidate will be competent and confident in their copywriting with a talent for multitasking and be able to take ownership of key campaigns.

Personal Skillset

Essential:

- Strong communicator with excellent influencing and networking skills

THE ENERGY BEHIND THE AD REVOLUTION

- Organised individual with strong attention to detail and consistency across all mediums
- Excellent planning skills and ability to prioritise and multi-task
- Ability to work to tight deadlines and under pressure
- Strong negotiator
- Good motivator, desire to succeed
- Highly IT literate

Desirable:

- CIM/IDM qualification or other relevant qualification
- Staff management skills
- Language skills

Key responsibilities

- Project manage the marketing elements of our various project portfolios, working closely with stakeholders as the marketing liaison
- Create, develop and execute compelling marketing campaign plans using all types of channels including direct mail, web/e-marketing, telemarketing, advertising to meet targets
- Manage budgets and output reports
- Monitor responses and provide analysis to help measure the effectiveness of all campaigns
- Monitor new business development marketing related communications and regularly report on agreed measures for marketing activity
- Copy writing and proofreading of marketing materials with attention to detail that encompasses ADBA style guide
- Execution of content marketing campaigns across SEO, PPC and social media
- Monitor KPIs across projects
- Solve problems with innovative and creative solutions.
- Work closely with the Marketing Manager and assist in supervising the marketing team
- Deputize for the Marketing Manager as and when needed
- Develop, deliver and maximize stakeholder and third party relationships to deliver on brand and project objectives and strategies for current and new business development areas
- Work with the Marketing Manager to project manage the production of all new business development online and offline marketing materials including leaflets, posters, flyers, adverts, website, e-newsletters and special projects

Experience

- A minimum of three years' experience in events and publications campaign/project management
- Experience of working with a CRM and managing contact data for marketing purposes
- Familiar with using content management systems (CMS), with an understanding of HTML, email marketing best practice and digital marketing tools.
- Experience of using audience-based segmentation to plan and create effective demand creation programs using lead scoring and automation tools
- Strong communication skills with excellent influencing and networking ability
- B2B marketing experience of engaging with key stakeholders, influencing and connecting with in-house specialists, external agencies, content, technology and sales teams
- Has managed delivery of marketing materials from brief to production
- Project management experience demonstrating managing own workload effectively delivery of objectives and financial targets
- Well developed, fast and accurate copy writing and proof reading skills for all marketing mediums
- Competency in researching and assimilating information without supervision

Education

Candidates will preferably be educated to degree level in a relevant subject.

How to apply

Interested candidates should apply directly to helen.reddick@adbiogas.co.uk with their CV and covering letter