

Trade Marketing Executive

Commercial
London
Permanent

Job Summary

The Trade Marketing and Research Exec will be responsible for assisting the Trade Marketing Manager in delivering the communications roadmap and all messaging strategies for the commercial organisation. They will work closely with the sales team to deliver sales collateral and market and consumer insight that drives revenue.

Department Summary

The Commercial Operations team are responsible for all aspects of revenue and campaign delivery and analysis covering programmatic, display and content solutions. The team support the sales process ensuring the sales team are armed with the right tools to maximise opportunities across Future's portfolio and have an effective go to market strategy.

Key role responsibilities

- Deliver against the annual communications plan that reflects market context, product roadmaps, and advertiser and consumer insight
- Translate consumer facing messaging into compelling marketing materials for advertising agencies and clients
- Ensure sales team are trained and conversant in Future's product portfolio
- Work with internal stakeholders to understand the product and content roadmaps, pulling out the events that will offer the biggest commercial value for the sales team
- Communicate to our advertiser base through the use of events, mailings, newsletters and presentations that showcase our portfolio and opportunities
- Manage the Future advertising website, ensuring it is fully up to date with the latest products and insight
- Assist sales team on sales pitches, attending meeting with clients to present research as required
- Work on ad hoc projects aimed primarily at increasing advertising revenues, showcasing Future's online and magazine brands and supporting other strategic developments.
- Responsible for desk research as required sourcing information from a variety of secondary sources including Kantar's TGI
- Online surveys are a key means of collecting data within Future so the IE will develop proficiency in using both SNAP and SPARQ survey software to develop web based questionnaires and analyse survey results
- Manage the running of Future's in house 5000 strong Illuminate consumer panel. Some experience with panel research is preferred but not essential.
- Run ad effectiveness studies as needed from time to time to support commercial deals

Essential skills and experience

- Understanding of online advertising ecosystem, social media, digital and mobile marketing.
- Ability to be proactive: take initiative, think and deliver new solutions.
- High level of Project Management skills.
- Superb written, visual and verbal presentation skills.
- Proactive versus reactive thinker who maintains a positive attitude
- Ability to multi-task and efficiently manage time and priorities
- Ability to handle stress and remain calm and productive under unexpected pressures
- 1 year in similar role
- BS/BA Degree in related field.