

Position: Senior Marketeer / Marketing Executive
Department: Sales & Marketing
Based: London
Reporting to: Head of PR & Marketing

THE COMPANY

Established in 1980, we're one of Europe's most experienced and largest fully integrated, award winning communications agencies. From the strategic communication consultancy to our complete in-house production facilities for digital media, video, events & print, we deliver to companies of all sizes that span a wide range of markets.

The **DRP Group** is an equal opportunities employer.

PURPOSE

To support the busy marketing team with the creation and delivery of marketing and social media projects across **DRPG's** multiple divisions and delivery capabilities.

BACKGROUND

The agency has ambitious growth plans and is transforming daily leading to significant increase in Marketing and PR activity. This new role will see a junior team member join the established team and enjoy almost immediate responsibility and involvement within marketing & social media activities for some of our well-established divisions. This role will allow the successful candidate to experience social media and marketing in the events, video production, digital, exhibition, experiential and communications arenas for an agency whose reputation and ambition is constantly growing.

PRINCIPAL DUTIES- MARKETING

- Assisting with the execution of advertising including management of creating content.
- Supporting the group's email marketing activities
- Using the group's reporting tools to collate data for reporting.
- Supporting and executing SEO on the company's website.
- Providing reporting and analysing of marketing activity.
- Creating and delivering campaigns.
- Assist in the management of the marketing database including contact entry & management.
- Support the group's sponsorship programme with the Head of PR & Marketing manager including attending key industry events.

- Management and support in creation of the group's industry awards programme content.
- Liaise with the various DRPG divisions to organise logistics for various marketing events throughout the planned year.
- Assist in the creation, management and uploading of web content for the agency. (Case studies)
- **PRINCIPAL DUTIES- EVENTS**
- Attending industry events with other members of the team as required, at times on your own.
- Identifying new opportunities for networking or promotional events to present to the head of PR & marketing.
- Assisting the team with the management and execution of events sponsored by DRPG.
- Organising attendance amongst DRPG and the agency's clients where we have tables to be filled at events.

OTHER DUTIES

- Assist the marketing, PR & sales team with the effective management of the company's CRM system
- Travel between the agency's UK and international office will be required to fulfil DRPG's commitments.

This list is not exhaustive, and you will be expected to work flexibly and undertake other such duties as the management may from time to time reasonably require.

EXPERIENCE

- University degree in marketing, PR, communications or other transferable discipline (English, Journalism etc.) but not mandatory.
- Proven Experience in working in an in-house role or within a creative communications agency.
- Proven project management experience, delivering at pace.

SKILLS

- Excellent written English is absolutely vital to the role.
- Must be proficient in the use of Microsoft office, particularly Word, Excel & PowerPoint

- Familiarity with Mac OS and Keynote is desirable but not essential.
- Be able to work under pressure and meet deadlines.
- Excellent attention to detail.
- Be able to manage multiple projects simultaneously prioritising by deadline.
- Self-starter with ability to take the initiative in a busy working environment.
- Be able to communicate effectively both verbally and in writing.
- Willing to work outside normal office hours when required.
- A good understanding of social media marketing is highly desirable.
- Full UK driving licence.

CHARACTERISTICS

- A positive attitude and outlook, embracing challenges.
- Organised with a true desire and eye for detail.
- Quick to understand a brief and what it needs to achieve.
- Focused on consistently providing high service levels.
- Positive attitude towards challenging situations and multi-tasking.
- Excellent time management skills.
- Ability to work autonomously and on own initiative.
- Self-motivated with the ability to work individually and as part of a wider team.
- Willingness to learn new skills and develop existing ones.
- Must be committed to making 'anything possible' with a 'can do' attitude.

OTHER REQUIREMENTS

- Able to travel throughout the UK and overseas

DATA SECURITY

At all times you must work within the guidelines set out in the DRPG's Information Security Policy and your Employee Confidentiality Agreement. Failure to do so may be treated as gross misconduct.

HEALTH AND SAFETY

At all times you must work within the guidelines set out in **DRPG's** Health & Safety Policy and Employee Manual.

FURTHER NOTES

The role will be based primarily in our London office and will require regular travel to other office locations. You will be expected to work flexibly and undertake other related commercial duties both in the UK and overseas as the company may from time to time reasonably require.