

Job Title	Marketing Executive
Location	Aberdeen
Salary	£18,000 - £20,000
Role Description	
<p>We are looking for a motivated and enthusiastic person to work within our marketing consultancy team. The role will involve the development and execution of marketing tactical marketing activities, and contribution to marketing plans and strategies, on behalf of Sales Evolution and our clients.</p>	
Key Responsibilities	
<ul style="list-style-type: none"> • Liaising and building relationships with a range of stakeholders, e.g. clients, suppliers, colleagues. • Production and delivery of tactical marketing activities, including newsletters, collateral, feature articles for PR purposes, e-marketing and online marketing. This will require excellent writing skills and the ability to communicate features and benefits of products and/or services to the target market. • Project management and liaison with 3rd parties e.g. PR agency, design agency, printers. • Arranging for the effective distribution of marketing materials • Creating, maintaining and updating mailing databases • Carrying out market research and customer surveys to assess demand, brand positioning and awareness • Organising and attending events and exhibitions • Evaluating effectiveness of marketing campaigns • Contributing to marketing plans and strategies • Supporting the marketing manager, and other colleagues. 	
Knowledge, Skills and Experience	
<ul style="list-style-type: none"> • Degree qualification • Previous marketing experience would be an advantage • Excellent communicator (written & oral) • Excellent presentation skills 	
Additional Specifications	
<ul style="list-style-type: none"> • We are looking for a self-motivated, disciplined, enthusiastic, resilient and hard working individual who has a positive 'can do' attitude and a strong drive for results. • The individual will have the ability to work on their own initiative, work to deadlines and be flexible to respond to business needs. • Full driving licence 	