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## Job Description

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**Job Title:** Marketing Executive (Maternity Cover)

**Reports to:** Communications Manager

**Direct reports:** N/A

**Department:** Corporate Affairs

**Date:** January 2019

**Working Hours:** 37

### **Job Purpose:**

The role of Marketing Executive is to provide marketing and communications expertise within the Sales & Marketing department and to assist with the implementation of the overall communications objectives of the Phoenix Group.

### **Key Accountabilities:**

- To co-ordinate and fully support the running of exhibitions, conferences and presentations on various subjects in support of gas marketing and to provide promotional material for marketing and sales activities.
- Assist in the preparation of direct marketing activity in support of the residential 'owner occupier' marketing plan.
- Deal effectively with enquiries from internal and external sources, often those of a complex nature to ensure effective resolution.
- Provide a support service to ensure that established procedures are satisfactorily maintained.
- Provide support in the co-ordination of Corporate Social Responsibility activities.
- Maintain stocks of marketing literature and promotional items.
- Assist in the development of the internal communications strategy.
- Carry out similar levels of duties in other disciplines with the Corporate Affairs department.
- Assist in the development of the company websites and social media outlets.
- Liaise with all staff including senior management and external agencies.



- Support the company in the marketing with existing customers in support of Phoenix Energy Services.
- Manage project budgets in line with expectations.

**Generic Accountabilities:**

- Establish, develop and maintain effective working relationships with all work colleagues, contractors and partnering agencies to ensure an integrated contribution to PNG's corporate objectives.
- Observe and comply with policies and procedures for Health and Safety at Work and observe and continually promote equal opportunities and customer care in compliance with organisational aims and objectives.
- Participate in learning and development activities that develop personal effectiveness and assist in improving performance in the role.
- Undertake any other duties as may reasonably be required in line with the level of responsibility of the post and in order to meet the changing needs of the organisation.

*This is an overview of the job as it is presently constructed. This will be periodically reviewed and updated to ensure that the job description fully reflects the level of duties and responsibilities required of the post holder. The post holder and line manager will be included in any discussions to update the job description and it is our aim to reach agreement on reasonable changes, but if agreement is not possible Phoenix Natural Gas Ltd reserves the right to insist on changes to your job description after consultation with you.*

# Person Specification

## Marketing Executive (Maternity Cover)

Section	Criteria (Essential/ Desirable)	Assessment method - application form/ interview etc
<b>Education, qualifications and training</b>	<u>Essential</u> <ul style="list-style-type: none"> <li>▪ Educated to degree level in a marketing or business-related discipline</li> </ul> <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> <li>▪ Equivalent professional experience to include a relevant marketing qualification / accreditation</li> </ul> <u>Desirable</u> <ul style="list-style-type: none"> <li>• Member of CIPR or CIM</li> </ul>	Application form
<b>Experience</b>	<u>Essential</u> <ul style="list-style-type: none"> <li>• Previous experience working in a marketing role</li> </ul> <u>Desirable</u> <ul style="list-style-type: none"> <li>• Minimum two years' experience working in a busy marketing role</li> </ul>	Application form, interview
<b>Job skills, knowledge and abilities</b>	<u>Essential</u> <ul style="list-style-type: none"> <li>• Highly computer and web literate, with excellent IT skills</li> <li>• Experience in working with external agencies</li> <li>• Excellent communication and organisational skills</li> <li>• Knowledge of all aspects of marketing disciplines</li> <li>• Experience of creating content and managing CMS</li> <li>• Ability to prioritize, organise and manage a busy workload</li> <li>• Display initiative, creativity and enthusiasm in all aspects of their work</li> <li>• Possess a full current driving licence with</li> </ul>	Application form, interview



	<p>access to own car for travel</p> <ul style="list-style-type: none"><li>• Possess a flexible and proactive working attitude</li></ul> <p><u>Desirable</u></p> <ul style="list-style-type: none"><li>• Experienced in PR</li><li>• Proficient in events management</li><li>• Digitally savvy with experience in design software</li></ul>	
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This job description is designed to outline the main duties and responsibilities associated with the post, but is not intended to be an exhaustive list of duties performed.