



## JOB DESCRIPTION

**Job Title:**                   **MARKETING EXECUTIVE**

**Purpose:**                    To work as a key member of the Marketing team and provide support to the Marketing Manager in assuring that overall marketing objectives are carried out to meet customer requirements. The role will successfully manage and control the relationship between products and the target audience.

**Scope:**                    A diverse role, which covers all aspects of the marketing mix including strategic planning, advertising, promotion, public relations, product development, distribution and market research. The position reports to the Marketing Manager and has responsibility for researching and co-ordinating all activities.

The role will ensure all marketing duties are carried out accurately and provide a completely supportive role to the Marketing Manager.

### Main Responsibilities

#### 1.       **Marketing Mix**

- Full integration into the marketing team to understand the diversity of product segments and markets Walker Filtration operates in.

#### 2.       **Product - Brand Management**

- Creation and execution of marketing plans to support product placement.
- Involvement, with new product launches to ensure that marketing aims are clear and implemented into the launch strategy.
- Ensure that the marketing team has all of the information relevant / necessary to the project, from all internal sources.

#### 3.       **Distribution policy**

- To gain an understanding of Walker Filtration's main markets and distribution policies to ensure that marketing actions are appropriate to varied channels.
- Research into potential markets with regard to existing product or new product penetration. Reporting, including conclusions and recommendations to the Marketing Manager.
- Data base creation will be required to assure a full understanding of market needs, existing competitors and Walker Filtration's positioning. Monitoring and continual updating will be necessary.
- Mail shot development and delivery will be a direct requirement, with accurate recording of responses.
- All databases generated, in line with marketing aims, must be communicated effectively to users. Their maintenance and attributes must be well defined to assure they remain up to date and are "user friendly". Data bases must be capable of full mail shot and targeting capability.



#### 4. Pricing policy

- Pricing analysis, for varied markets and for varied products will be required. This will include analytical reports and presentation of findings to the Marketing Manager.
- Competitive pricing & monitoring will be required.

#### 5. Promotion policy

- To ensure the development of Walker Filtration Ltd, and its associated divisions, corporate identity and brand image.
- Working together with Graphic designers, outside agencies, printers, photographers on concepts ideas and projects. To build and maintain contacts with the media.
- To proof read all promotional material to ensure accuracy and convey key communication messages.
- Review of all promotional activity and reporting on success rate to the Marketing Manager.
- To write and collate copy and imagery to ensure all communications are approved and delivered on time.
- To track and report email activity and make recommendations for improvement.
- To organise and attend events and exhibitions where necessary.
- To monitor and communicate competitor activity.
- To identify and manage advertising opportunities.
- To initiate and manage website updates and ensure Walker Filtration group websites are running to their maximum potential.

#### 6. Marketing support

- To develop the support relationship with external divisions by more regular communication (i.e.) newsletter, updates etc.
- To effectively co-ordinate all market information, its storage and retrieval.
- To regularly update the marketing filing system.

#### Other tasks

- Ability to run all necessary computer software programmes for report generation, information gathering and marketing control. (Microsoft Office package including Microsoft Access and Walker Filtration's mainframe 'Efacs').
- All files are to be kept up to date, and filed in a logical order for ease of department use. Information must be readily available for internal and external use, for questions pertaining to the particular project.
- Cover during holiday or sickness.
- Any other special tasks, assignments or projects as requested by the Marketing Manager or Senior Management.



## **PERSONAL COMPETENCES – Marketing Executive**

*The competencies listed are appropriate to the Marketing Executive*

### **Professional Requirements**

- Degree educated.
- Marketing professional; CIM Professional Diploma in Marketing would be desirable
- At least 2 years' experience working in a marketing department, preferably in a manufacturing company
- Highly computer literate (Microsoft Office package)
- Copy writing skills and experience
- Experience of working with a CRM system would be desirable

### **Personal Competencies**

- Can do attitude, enthusiastic with high level of energy
- Systematic, controlled, organised
- Keen attention to detail
- Ability to confidently deliver presentations
- Excellent inter-personal, communication and influencing skills
- Highly motivated and able to build close relationships internally and externally
- Customer and market orientated