

Marketing Executive Apprentice

PURPOSE OF ROLE AND PRIMARY OBJECTIVES

- Support the marketing team on a variety of marketing campaigns.
- Working in collaboration with other members of the Marketing Team to provide support in achieving the firm's marketing objectives:
 - Winning new clients
 - Enhancing existing client relationships
 - Building brand awareness and consideration

KEY RESPONSIBILITIES – ROLE SPECIFIC

- Working with the Marketing Manager to support on managing and maintaining key marketing channels, including digital, offline and social media.
- Working with the marketing team on planning and delivering tactical integrated marketing campaigns.
- Managing the production and distribution of marketing materials.
- Liaising and networking with a range of stakeholders including clients, colleagues, suppliers (incl. agencies) and partner organisations.
- Working with the Head of Marketing in collecting and analysing research information to understand target audience behaviour and views across the market in general and the marketing mix.
- Assisting in the achievement of brand positioning to agreed guidelines.
- Organising and attending events such as conferences, seminars, receptions and exhibitions.
- Email campaigns – producing emails and newsletters to retain subscribers.
- Data management - supporting the CRM and Data Manager.
- Supporting on PowerPoint presentations for key stakeholders.
- Working with the Head of Marketing by conducting market research to ensure that RL remains competitive within the industry.
- Supporting on sponsorships working with Head of Marketing.

KNOWLEDGE AND SKILLS REQUIRED

- Ability to multi-task and manage upwards
- Ability to work with data and insights to analyse digital and marketing activities
- Mobile - able/willing to travel to all Rickard Luckin offices or to offsite venues for events and meetings
- Positive, confident and can-do attitude
- Detailed working knowledge of Microsoft Office (Word, Excel and PowerPoint)
- Excellent communication and interpersonal skills (written and verbal)
- Interest in social media and understanding of analytics
- Highly organised with an interest in event management
- Ambitious and keen learner