

Our Values **PASSIONATE, PERSONAL and PROFESSIONAL**

Name:

Job Title: Marketing Executive (12 Months Fixed-Term Contract)

Team: Marketing

PURPOSE OF ROLE

- Working as part of the marketing team to provide support in achieving the firm's business objectives.

REPORTS TO

- Reporting to the Commercial Director and working alongside Digital and Creative Marketing Manager and Marketing Co-ordinator (total team of 4)

PRINCIPAL ACTIVITIES

- Event management, coordination and attendance
- Coordinate marketing communications including advertising and press releases
- Data management / extraction
- Assist with maintaining team intranet
- Assist with maintaining / posting on website and firm social media pages
- Attendance at marketing / sector / geographic meetings
- Undertake marketing research
- Ordering marketing promotional items and literature
- Budget management for marketing spend
- Monthly reporting – client gains and losses
- General marketing administration tasks

KNOWLEDGE AND SKILLS REQUIRED

- Good communication skills (written and verbal)
- Good organisation skills
- Good people skills
- Working knowledge of CRM systems
- Detailed working knowledge of Microsoft Office (Word, Excel and PowerPoint)
- Basic Knowledge of Adobe products including Photoshop and InDesign
- 3+ years of professional services marketing experience (within accountancy especially valuable)
- Demonstrate integrity and confidentiality
- Hands-on, pro-active approach
- Flexible in working requirements (able/willing to travel to all Rickard Luckin offices or to offsite venues for events and meetings etc.)
- Positive and confident can-do attitude
- CIM Marketing Qualification (or working towards) highly desirable

BEHAVIOURS

Core Values

All Team Members are expected to demonstrate our values of **Passionate, Personal and Professional:**

- Understands the firm's ethos of 'passionate, personal and professional' and uses this in your approach to work and clients, and follow the service standards set.
- A personal approach is applied to everything you do, internally and externally; ensuring you always consider the recipient of your communications and actions.
- Always behaves professionally; demonstrates strong moral values; uses common sense and practical approach to overcome problems, applying sensitivity in difficult or tense situations.

HOW DOES THE ROLE (AND PERFORMANCE THEREOF) FIT WITH THE VARIOUS ELEMENTS OF THE BUSINESS:

Clients

- Client relationship
- Other direct contact with clients
- Indirect impact on the service provided (ie by working for other team members)
- Focus on client service

Team

- Helping others in the performance of their work
- Sharing of knowledge
- Training and development of others
- Feedback of performance
- Recruitment and induction
- Promotion of firm's culture within team

The services we offer

- Development of services/Direct input into services
- Appropriate level of knowledge/awareness of services provided
- Marketing our services

Systems and processes (how we do things)

- Direct input into how we do things
- Carrying out work consistently across the firm, in accordance with procedures
- Looking for ways to improve efficiency of work (and feeding back to appropriate person)