

HQ Marketing Executive

Role Description | SLA

Social Media & Content Marketing, Brand Position, Digital Presence

- ☑ Content program to develop brand image & market position
- ☑ Call to Action Forms, Landing Pages, SEO
- ☑ Weekly Articles / Posts, Monthly Newsletter, Quarterly Campaigns
- ☑ Creative design & web development support

The Marketing Executive will develop a twelve-month marketing plan which will comprise of quarterly calendars covering content development, social media engagement, and brand communications via monthly newsletters, display advertising and search marketing.

The objective of the Marketing Executive role is to expand brand reach, then **attract and engage** the target market of the business.



Performance Requirement

The function of the Marketing Executive role is to develop the business brand proposition, then tell that story to attract and engage new customers and re-engage previous or existing customers.

Marketing Executive Role Requirements

- Research and develop content and topics
- Research online habits to frame the persona of target market segment/s
- Create annual, quarterly and monthly marketing plans
- Create landing pages with custom contact form matched to the quarterly marketing campaign theme.
- Design and publish a monthly newsletter with a call-to-action
- Write weekly articles and or social media blog posts solving, informing or assisting with or highlighting current industry activities and issues
- Curate a library of creative materials and images for web landing pages and advertisements sourced from the business team and licenced stock
- Create display ads in 6 size formats for quarterly campaigns
- Post / publish content articles on social media pages online forums and display ad networks
- Curate, update and maintain website, optimised for organic search (SEO)
- Place ads and update search terms and keywords
- Review and maintain digital footprint
- Identify and report key marketing metrics

Performance Standards

Design and implement a twelve-month marketing plan

30 days in advance of each quarter submit a calendar of activities, campaigns and content in a Gantt chart, setting out the marketing plan timeline

Minimum of one social media post or snippet each week together with a recent photo contributed by the business team.

Three content articles of 400 to 800 words each month to inform or entertain the target market.

Publish newsletter every month, featuring the three content articles, emailed to all customers, appropriate market connections and subscribers.

Perform minor web edits monthly (minimum 72 hour turnaround), conducting SEO review and creating one landing page with response form each quarter.

Creative design output equivalent to one single sided brochure, one single landing page, six sizes of one digital display ad, one layout template, or one creative graphic element each month. (minimum 72 hour turnaround)

Role Capacity

The role requirements and performance standards of the Marketing Executive may be varied and customised for each individual business.

All performance standards will be met in accordance with the service level agreement. The objective of the performance framework is to drive continuous improvement and growth. As and when demand exceeds capacity, HQ will maintain the performance standard as offered, and give ninety days advance notice for any requested resource increase.

Team Engagement & Performance Management

The HQ Marketing Executive must operate as a closely integrated team member. Lines of communication will be established to ensure the Marketing Executive has access to the right people, at the appropriate times, to access information and discuss live opportunities.

People's time must be respected. Spontaneous calls will be kept to a minimum. Ideal communications will be via a team message system or email, outlining the topic and potentially scheduling a quick discussion via phone or video meeting.

Where feasible, the Marketing Executive should aim to visit the business office once each quarter, to have a general team catch up. Topics will include product / service developments and feedback on frontline enquiries being presented by prospects and customers. While sales performance is always on the agenda, the catch up is envisaged as an informal discussion which might be held over a lunch or breakfast meeting or open forum environment.

Any performance reviews or discussions will always be directed through HQ management. In the event that performance does not meet expectations, HQ will review the process and outcomes being achieved. If we are not achieving the target outcomes, we amend the process. If the person is not delivering the process, we address the actions of the person.

Reporting

Digital reach performance status is available at all times in Google Analytics.

Where an integrated digital reporting dashboard or business intelligence platform is implemented in the business, the Marketing Executive will ensure data across all agreed sales measures is accurately represented and reflects all current activity.

Where required separately, the Marketing Executive will produce both a weekly and a monthly report that summarises all agreed sales measures.

[Note: Live reporting dashboard can be implemented as part of the HQ Digital Operations service]